The MANUFACTURING CONFECTIONER

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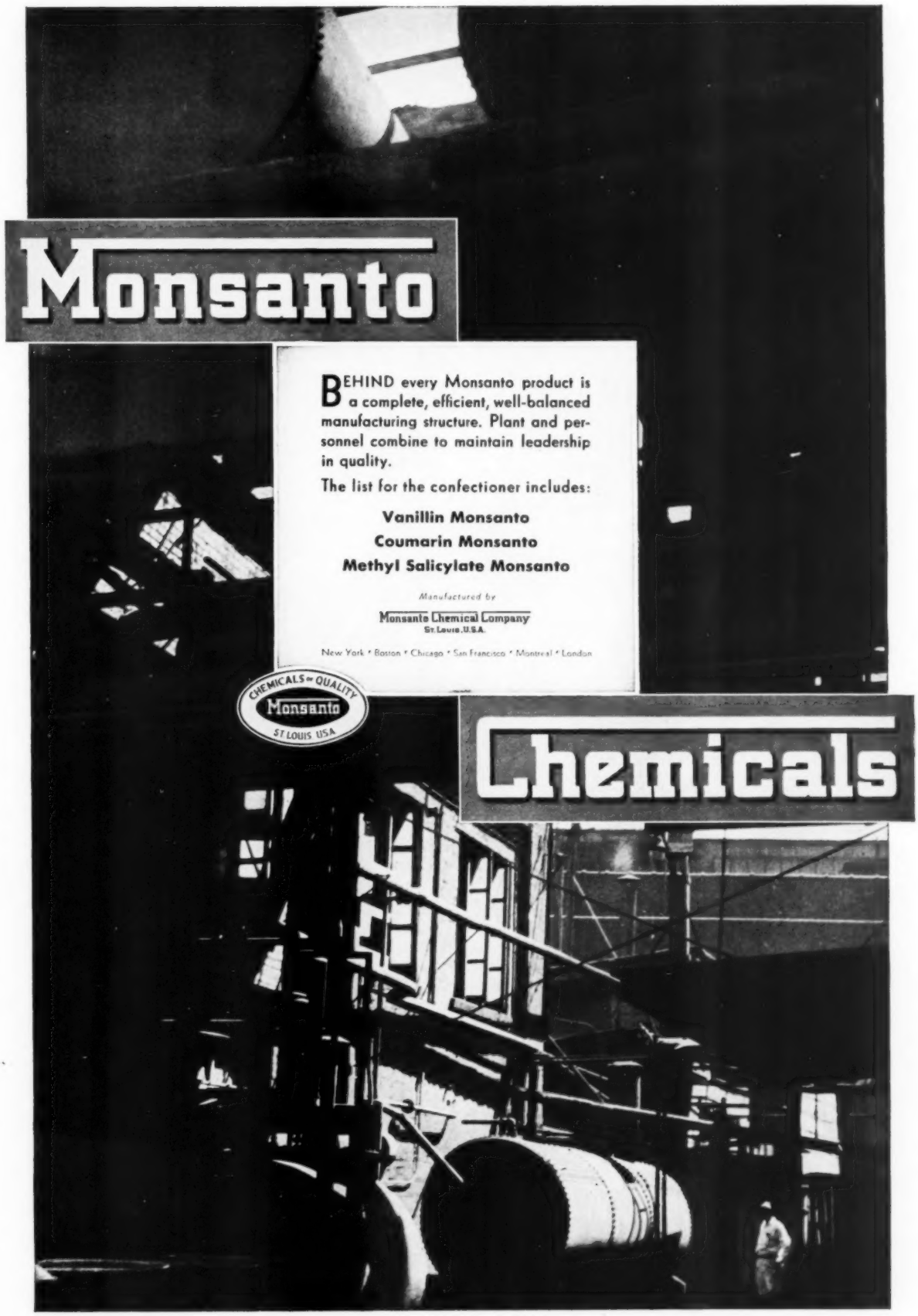


Editorial

Time to Celebrate

MEMBERS of the industry should celebrate over the recent tax legislation victories, which they labored so diligently to achieve. Elimination of the floor stocks tax on candy and removal of other objectionable features from the Sugar Bill, signed by the President on May 9, mean a tremendous saving to the confectionery industry. Then the repeal of the 2 per cent Excise Tax on candy, which is practically assured, will lift an unjust tax burden which has been a severe drain upon candy manufacturers for two years.

Industry co-operation of the finest sort has made possible these legislative accomplishments. N. C. A. leaders said that more members than ever before supported the Legislative Committee, by communications and personal calls on their Representatives and Senators, during the recent drive to obtain the repeal of the Excise Tax. Although the tax repeal is not positively assured, it is believed that "there is hardly one chance in a thousand for an unfavorable turn of events."

Members of the industry who gave their support in these efforts are deserving of the highest commendation. Praise and thanks are especially due the members of the Legislative Committee, who have given unceasingly of their time and energies in this service to the industry. The committee includes: Walter Belcher, chairman; William F. Heide, Max Kelley, Senator Brock, Dudley Roberts, George Peckham, Brooks Morgan, and John Boneiff, as well as George H. Williamson, president of the N. C. A.

A fitting suggestion that members express their appreciation to those outside the industry whom they asked to support the repeal of the Excise Tax was made in a recent letter by Secretary Olin M. Jacobs to members of the N. C. A. His suggestion is worthy of repetition as a reminder to those who may have overlooked the little detail.

"We have expressed ourselves freely when we wanted action. Too often business men fail to express their appreciation for the consideration given their messages. Have you wired or written the men that you asked to support repeal of the Excise Tax?

"You should not forget Senator William H. King of Utah. It was his amendment that opened the way for repeal of the tax. He particularly deserves the gratitude of the confectionery industry.

"This goes whatever the final outcome. Please do it now."

The Code

APPROVAL of the manufacturers' Code is expected any day. It is the product of nine months of strenuous work. In this connection, tribute should be paid to the N. C. A. Industrial Recovery Board, the Zone chairmen, and all who have contributed toward its achievement.

Although the Code is finally completed and will soon be in the hands of the industry, candy manufacturers should realize that it is only a means to an end and not the end in itself. The industry has arrived at but the starting point in its journey toward betterment in its trade practices. An agreement on principles, however, is a great step forward and the Code should serve as an invaluable standard from now on. But the success of its application depends upon a willing attitude to co-operate in accordance with its provisions.

President Williamson, in his recent message to members of the Western Confectioners' Association, assembled in convention the first of this month, presented the situation in a poignant manner which should impress all manufacturers with the importance of their individual relationship to the Code and to each other at this stage of progress.

"We are children," he said, "and this Code is dynamite placed in our hands. It can build us a magnificent mansion or it can blow us to bits. It cannot be ignored, nor can anyone beat it for long. There is only one way to treat it, and that is with great respect. We each must cherish it, preserve it and work for it, and in doing so we

shall be working for ourselves. If we do not do so, it has the power to destroy us completely. It may not be entirely satisfactory to you or to the balance of the industry but, with humility, not with pride, I maintain that it is a GOOD Code. And it is not an inflexible document; if, after living with it, we find that we can make improvements, it can be amended to include them. The administration has gone as far with us as it will go until we can demonstrate clearly and definitely that we have leaders with judgment, fairness and a willingness to sacrifice their time to administer the Code properly, and until we as an industry have demonstrated that we will follow these leaders, accept the Code, make the best of it, and are good soldiers rather than an undisciplined mob.

"The local Code authorities, which must be organized to administer the Code under the direction of the national Code authority and the NRA administration, will not take the place of any trade organization such as yours. I am firmly convinced that not only must trade associations be continued, but that they must be strengthened, and that new ones must be brought into existence in sections of the country which do not have any local associations now. . . . Your association, your Code authority, and the benefits to be derived under a Code rest entirely in your hands and in your hands alone. . . . I beseech you individually to make an extreme effort during the next six or eight months to co-operate to the utmost of your ability."

Upward Trend Adds Significance to Show

THE Candy industry is on the upward swing. This is an established fact, recognizable in all branches of the industry and throughout the allied trades. Figures covering the confectionery industry show that manufacturers' sales for the first three months of this year are approximately 34 per cent greater than in the same period of a year ago, thus offering convincing evidence of improved conditions. This encouraging situation is naturally reflected in the allied trades which provide the equipment, supplies, ingredients, and services used by the candy manufacturers.

The "supply field" is now showing its quickened pulse in the greater number of exhibitors, as compared with last year, who will participate in the Eleventh Annual Exposition in connection with the N. C. A. Convention to be held in New York, June 11 to 15. The prospects for a bigger show at this time should be looked upon as significant from the standpoint of the candy producers.

On the eve of the upward business trend, alert manufacturers, individually, are looking toward market expansion and improved production methods and materials. Those who do will be on top of the heap when the clouds have disappeared. Attune with this demand at a time peculiarly important in relation to the keener competitive contests which unquestionably lie ahead, members of the allied trades are in a position greatly to assist the manufacturers in meeting their individual improvement problems.

New technical developments, new equipment and materials, new refinements and new uses of existing materials are available in the many specialized fields. The allied industries have maintained steady progress in effecting developments in their respective lines.

The progressive manufacturer will therefore make a thorough study in this educational institution during the week of the convention—which in itself, because of the Code discussions, will be unequalled in the history of the Association meetings in its consideration of policies affecting the individual firm.

Conventions This Year

THE rules of business have changed more in the last ten months than in an entire generation of any former period. The confectioner must recognize that his business, too, is going to change, whether he likes it or not. In order to strengthen his own position, he must be able to find out what the factors are in the changing conditions and what their relationships are to him. Then he must plan his course and have ready to put into operation the changes necessary for his sound advancement.

Conventions of the industry this year are concentrating on the various phases of the new deal. Hence, the progressive manufacturer can find no better place than at his association convention to obtain much of the information and inspiration which he needs at the present time. The N. C. A. and A. R. C. sessions to be held in New York next month merit a large attendance for these reasons alone.

* * *

THE June issue of the MANUFACTURING CONFECTIONER—Convention Number—will be published a week earlier than its customary 15th of the month publication date in order to be in the hands of its readers in ample time before the N. C. A. Convention.

★

It is just as essential to have colors right in candy as in a beautiful picture, for people buy with their eyes. The right color shade, like the right flavor, makes appeal!

By GEORGE A. EDDINGTON . .
Superintendent, Hillman's Candy Factory
Chicago, Illinois . . . . . .

A colorful variety of candies in fancy box assortments in Hillman's window, made under Mr. Eddington's supervision.

Consider Colors In the ART of GOOD CANDY Making

PEOPLE buy candy with their eyes; therefore, color appeal becomes outstanding in importance in candy manufacturing. How many times have you, as a candy maker, stopped in front of the other fellow's display window or seen a sample of his merchandise and said to yourself, "His goods are all right but his colors are off"?

In many instances today we know that poor coloring has spoiled many an otherwise good piece of candy. Frequently the texture and cook and flavoring of a piece will be commendable but the color used may not be the right color or shade of color for the particular piece for which it has been adapted.

Suppose, for instance, we take cream patties —especially popular summer items—in which the ideal colors are the pastel shades. Such colors, as pink, yellow, green and violet are the most generally used in this class of goods. Unfortunately, however, candy makers sometimes color these patties and bon bons with colors that are not suitable for this purpose and turn out these items in too dark shades. A rose, green

GEORGE A. EDDINGTON

"Colors are just colors to some people, but not to a good candy maker," says Mr. Eddington, one of the industry's outstanding superintendents, in this third practical article.

or violet color which is too dark in a piece has not only an unappetizing effect but proves almost nauseating to many discriminating customers. The necessity of the right shade in these candies is thus apparent, as it is likewise important in other types of goods.

Progress of Coloring in Candy

It is a far cry from the days of cochineal color to the present time of certified colors, with its almost unlimited number of colors and shades—both in paste and liquid—each for a specific purpose.

Some of us can remember the days when one of the principal jobs for slack days was to prepare the cochineal color, which was used as red. Saffron was then used to color lemon drops and barley sugar sticks. Yellow ocher was also used as yellow coloring in making cut rock and mixed candies. The saffron was steeped in water and this tea was strained into the batch when it was boiling and nearly done. We used the yellow ocher dry, rubbed it through a fine sieve, and mixed it in on the slab.

When a green color was wanted—which was not very often in those days because people were afraid of it—we used indigo blue with yellow ocher, obtaining a green that was suitable for lime tablets.

Under these conditions, I must say that we did a pretty good job of it, too. With what we have to work with today, however, there is no reason for bad colors in candy of any kind.

If the candy maker has a color problem which he is unable to solve himself, it will pay him to call in his color manufacturer and explain the details to him so that he can provide the right color for the batch in hand. Some people are under the erroneous impression that because they have one line of colors in the shop these are sufficient to color everything. This is not a fact. Different types of colors are essential for different types of goods. For instance, a red that you would use for striping will not do for coloring jellies; neither will it be suitable for clear red such as is wanted in cinnamon candies.

Paste and Liquid Colors

For hard candies the paste type color should always be used. Every color and shade is available in this class of color. An extensive variety is also obtainable in liquid colors suitable for cream work.

Paste colors are desirable for hard candy because they are so highly condensed that practically all moisture has been removed, leaving virtually nothing but the color itself, which is soluble in the batch at a high temperature, giving a nice clear bright color in the finished piece. Liquid colors are not used in hard candies because they have a tendency to cause a muddled or milky appearance, owing to the moisture content which also has a tendency to make the goods sticky.

Paste is used only in hard candies, with some exceptions in which it is used to obtain a dense color in cream work for special purposes, such as goods intended for carrying out a color scheme or to match table decorations of flowered ribbons, or candle sticks. This is where the real test of a candy maker's ability in color blending comes in, to obtain the desired results of unusual nature.

Color paste should be kept in a cool place so that it won't crust up and give spots in the batches. It is essential that the color jars, like flavoring extracts or oils should at all times be kept covered, not only because of evaporation but also to keep all foreign matter out of the color.

In using liquid colors, in fondants or jellies, coloring should be the last operation before running. Goods should never be subjected to extreme heat after the color has been added. When it is heated it makes the batch syrupy and changes the color from what it is intended. It is well to have the batch ready to run before adding the color; then you know what color you will actually have.

(*Turn to page 22*)

Plastic Containers *in* CANDY Merchandising

By FRANKLIN E. BRILL

Photos courtesy General Plastics, Inc.

Rough suggestions for molded candy boxes—one-piece affairs, designed to cut costs and give visual display to the product. The dice merely indicates one of various novelty forms which can be created for candy containers. The tray suggests the after-use possibilities.

OF the two really new packaging materials developed during the recent lean years — transparent cellulose and molded plastics — the confectionery industry has made excellent use of only one. Transparent wrappings have found a splendid sponsor in the candy-packer. But in his searches for new and better packages and displays, he has yet to employ plastics to any extent.

The reasons, mostly revolving about the initial die costs and the average packer's reluctance to gamble during uncertain times, may seem less valid in the light of fact. One apparent fetish in the confectionery industry is that packages must be changed frequently and that a packaging program must be flexible—a fetish which some say indicates the inexactness of candy packaging science, and the lack of proper testing procedure. Good packages—and there are several, such as Whitman's Sampler and Johnston's plaid tray—run up into the hundreds of thousands and millions, despite the year, season, depression, codes, etc.

Naturally it's unwise to tool up for a molded plastic box at a cost of a thousand dollars or two without first making careful consumer tests. This can easily be done with a single cavity mold, costing little more than a hundred dollars generally, from which sample containers can be packed and scientifically tested for consumer appeal in the stores.

It is probably this original fussing and expense which has made candy packers timid about plastics in the past. Accustomed to giv-

ing any promising-looking paper box a whirl—no investment being required — most packers feel that testing should not involve any expense. Perhaps they'd be amazed to learn of the trouble and money expended by a famous packer in the last two years in an attempt to get a perfect soap wrapper. Hundreds of designs and color-treatments were bought and paid for; hundreds of tests were made on thousands of women; ballots were cast; retail tests were carried on interminably; paid investigators pushed door-bells. At last the choice narrowed down, and today that soap outsells most of its competition on package appeal alone—one of America's fastest selling toilet products.

Many Variations Possible

But getting back to plastics: confectionery is one of the few products in the impulse merchandise class that hasn't used plastic materials for snapping up visual appeal. Some say it's just because candy packers haven't applied the same thought and ingenuity that stores have. The things one can do with this amazing material are almost limitless. All sorts of shapes, sculptured treatments, rounds, squares, octagons, cubes, cones, spheres—dull, shiny, striped, ribbed, fluted. And most interesting of all is the surface.

One could easily attribute some mysterious power to the sleek, shiny surface of a molded plastic piece by just watching people handle it. Its lustre and touchability seems to fascinate one; one finds its surface particularly sympathetic. This is reflected in the sales results often reported with molded packages: a razor packed in a molded box sold so fast that production fell hopelessly behind the Christmas rush; a hair color restorer adds a molded cap and spruces up a bit and sales soar 150%; a belt is packed in a molded box and sales double; aspirin containers are packed in a molded display and sales jump 38% in a few weeks. Mysterious or not, the results are interesting.

Some Candy Container Ideas

The variety of ways in which plastics can be used in candy packaging are almost limitless—depending entirely upon the packer's imagination. We're illustrating a couple of random shots here, merely cardboard models which may be entirely impractical, yet they point out a possible approach.

The dice-shaped box is purely a novelty container—probably as old as the hills—yet it's a fairly inexpensive molding, has an "impulse" after-use, and should be a good dollar retailer. A sheet of stiff cellulose could cover the top, labeled or printed, and be tied on with unobtrusive cord, or the whole box might be cellulose-wrapped.

Retailers drop their change—including at least one nickel—in the tray of this scratch-proof stand, and the customer takes some Teaberry gum instead. A successful molded display.

The other suggestion, purely an after-use tray, might be tight-wrapped with cellulose, with a printed band around its middle.

Other possibilities are molded children's cereal bowls, triple-partitioned sweets dishes, small flower pots, small ash-trays packed with a half dozen pieces retailing for a quarter or so for bridge table use, etc. However, we think it unwise to bear too heavily on the after-use aspect, there being no reason why molded containers can't be treated in the same temporary way as set-up paper boxes.

As for costs, they're naturally higher than paper containers but not alarmingly so. Hinged boxes of substantial construction are entirely too high, but other types, without molded covers, and with thinner side-walls, reduce costs considerably. Perhaps a molded cover on a paper tray would be another inexpensive way of capitalizing on the appeal of plastics.

At any rate, when testing of the sample molded boxes indicates probable success, tool charges need not floor one, for a couple of thousand dollars for dies means only a couple of cents a box when spread over a run of a hundred thousand.

As for design, that too must be approached differently when using plastics. As with most new materials, years must elapse before fabricators learn how to bring out the best in the material, and obey laws of optics and good taste. Right now, they're too busy with the mechanics of molding. In the interim, therefore, the free-lance designer must be used, of whom there are many capable ones who will work out equitable

A few weeks after this 36-package molded display went into service, sales were up 30%, attributed entirely to the stand. Visualize a similar one packed full of candy—or chocolate bars.

arrangements which do not call for heavy initial investments.

Molded Displays Promising

Molded displays are another use for plastics in the confectionery field which have possibilities just as promising. Illustrated here is a combination molded display and coin tray used for Clark's Teaberry Gum. Its success is indicated by the recent extension of its use to an additional ten or fifteen thousand stores. Also illustrated is a molded display in a different field — aspirin — which we cite here because it alone increased the sales of the aspirin 30% in a few weeks' time. A previous molded display increased sales for another of this same company's products 20%.

The theory of counter display is too well understood by the candy industry to elaborate upon, but the peculiar success of *molded* displays will bear investigation. Again, the effect of the sleek molded surface upon the retailer is pointed out by some as the reason—the apparent value of the molded piece keeps it from the fate of most displays, and the sympathetic surface assures it good treatment. It helps keep the retailers' counter orderly, never gets dull, dog eared, rusty or chipped. It is light in weight, non-fragile and easily dusted. Perhaps in all of these reasons lies the answer.

Many manufacturers think it is necessary to have a tricky display such as the Teaberry Gum stand, in order to get across. The successful aspirin experience, done in a conventional way by a conservative house, belies this theory. It's just common-sense that small packages get counter display when a display stand is furnished and if it happens to meet with the retailer's approval and helps him keep his house in order with less effort, he'll give it better display. The more conservative it is, the longer he'll like it.

As for novelty displays, it shouldn't be hard to think up a dozen ways of dramatizing one's packages—things like molded counter stands in the shape of one's candy-bar, revolving displays, self-feeding dispensers, bins, cylindrical effigies of mint-rolls, etc. That's where a manufacturer's ingenuity comes in.

Consider Colors in Candy Making

(*Continued from page* 19)

The proper care of colors is as important as the use of the right color for each purpose. Both the liquid and paste colors should always be kept in a cool dark place to avoid bleaching and crusting up. It is perhaps a little extra trouble, but the candy maker saves himself a lot of difficulty if he makes it a rule never to leave the stick or knife in the bottle. It should be removed after each use and the bottle kept covered. If the paste colors get a little dry, never add water; use a few drops of glycerine, which will keep them from crusting up.

It is an absolute necessity that clean utensils, clean water, and clean sugar be used at all times. These are essential to obtain clear bright colors in the finished batch. Making a batch in a greasy kettle will give a cloudiness that cannot be overcome with any kind of color. Too much grease on the slab will also give the same result. When a batch doesn't turn out right, the color is not always to blame.

We have mentioned above the importance of avoiding overheating after coloring.

When the goods are all finished and sent into the packing room, for display in package, or in pans for the showcase or the window, the merit of the candy maker's finished product comes into its own.

T. D. Richardson Dies

THOMAS D. RICHARDSON, JR., associated for years with his father and brothers in the Thomas D. Richardson Co., well-known mint manufacturers of Philadelphia, died at his home in Germantown, Pa., April 13. Mr. Richardson was sixty years of age and had retired from business several months ago.

The Sugar Tax

◆ *Floor Stocks Tax on Candy Eliminated Also None on Sugar Bought Before April 25 Here Is the Picture Clearly Explained*

By NEVIN I. GAGE

THE Candy Industry *will not* be taxed on floor stocks of confectionery *products* under the sugar processing tax permitted in the Costigan-Jones sugar Bill, which was signed by President Roosevelt May 9 and which will go into effect on June 8.

Nor will manufacturers be subject to the processing tax on sugar contracted for or purchased and stored on their floors before April 25, 1934, nor on any sugars delivered subsequent thereto, provided the contract for same was made prior to that date. The processing tax *will*, however, be levied on any *sugar* purchased since April 25, 1934, and *in stock* on the date the tax goes into effect—*excepting* any Cuban sugar on which the 2 cent duty (the current rate on January, 1934) has been paid. This will be tax exempt, although there probably will be little of this.

With the passage of the Costigan-Jones Bill by Congress within the past month, sugar is placed under the provisions of the Agricultural Adjustment Act. It becomes a basic agricultural commodity and is subject to processing or floor stock taxes—*sugar* becomes subject to the taxes but not the floor stocks of *products* made from sugar, which *was* feared in the original provisions of the bill. An amendment adopted by the House and Senate April 25, just before it was submitted to the President, saved the confectionery and other industries from what would have been double taxation, and thus the objectionable features were obliterated.

Scope of the Bill

The function of the Bill is to regimentize for the next three years the sugar industry, under virtual dictatorship of the Secretary of Agriculture, insofar as requirements in the United States is concerned. The aim is to improve prices and increase the return to the producer and make it unprofitable to pile up uneconomic surpluses. Domestic production and imports will be restricted in accordance with a quota system apportioned among continental, insular and Cuban producers.

By means of the processing tax, domestic growers will be paid a bounty for tonnage limitation, and the sugar tariff will be reduced to protect the consumer so that he will not have to bear the tax. The rate of the processing tax will be limited to the amount by which the President reduces the tariff. The rate of the sugar processing tax under consideration is about ½ cent per pound.

At the same time the President signed the bill he proclaimed a reduction in the sugar tariff, which will make the duty on Cuban sugars from 2 cents to 2½ cents per pound. This new duty and the processing and floor stock taxes provided in the sugar bill will go into effect simultaneously on June 8. The bill provides that refiners, processors and importers of direct consumption sugars become the agents of the government for the collection of such tax.

Floor Stock Tax Amendment

The processing and floor stock taxes are causing the greatest concern of any provisions in the Bill. Members of the confectionery industry should be informed upon the floor stock tax amendment to the Bill as it was passed, since they will be subject to the floor stocks tax on sugars purchased after April 25 on which the duty has not been paid. After the processing tax is in operation and the manufacturer uses up his stock of this sugar, on his new purchases he will not be bothered with the floor stock tax, as the processing tax will be charged to the refiner or his source of supply and figured in the price the candy manufacturer pays for his sugars.

The amendment is given below:

"(1) Any sugar, imported prior to the effective date of a processing tax on sugar beets and sugarcane, with respect to which it is established (under regulations prescribed by the Commissioner of Internal Revenue, with the approval of the Secretary of the Treasury) that there was paid at the time of importation a duty at the rate in effect on January 1, 1934, and (2) any sugar held on April 25, 1934, by, or to be delivered under a bona fide contract of sale entered into prior to April 25, 1934, to, any manufacturer or converter, for use in the production of any article (except sugar) and not for ultimate consumption as sugar, and (3) any article (except sugar) processed wholly or in chief value from sugar beets, sugarcane, or any product thereof, shall be exempt from taxation under subsection (a) of this Section, but sugar held in customs custody or control on April 25, 1934, shall not be exempt from taxation under subsection (a) of this Section, unless the rate of duty paid upon the withdrawal thereof was the rate of duty in effect on January 1, 1934."

Repeating what we have stated above, for the sake of

(*Turn to page* 33)

Dangerous Trends in Industrial Codes

MONOPOLY!

By PAUL H. NYSTROM
Columbia University
An Address at the Packaging, Packing and Shipping Conference, Hotel Astor, New York

★ ***Hundreds of industries are seeking monopoly.***

With all industries monopolized, there will be no advantage to any.

Higher prices will mean declining sales—which in turn will require still higher prices.

The higher the prices the more certainly there will be a break-down of the entire system.

The public still knows little about the movement toward industrial monopoly.

Business men themselves should see this and oppose the trend.

How can the increased costs of wages caused by NRA be met?

Read in the accompanying article what this economics authority says about the present critical situation, which he declares will present grave dangers if permitted to continue another six months!

INDUSTRIES are now in process of making tremendous readjustments. Not the least of these is their attempt to meet the present Administration's program of increasing employment and wages. They are doing this under the semblance of self-government. Everything is coming along in the good old democratic way in which every citizen does a great deal of talking and arguing without much action. Results are being secured in the usual way under the menacing shadow of a Big Stick which in this instance is being wielded in a two-fisted manner by the well-known General Johnson.

Efforts are also being made to work out systems of so-called "Fair trade practice." The need for rules covering competition have been discussed for many years. One would have thought from the extent of such discussion that business would have been ready to get into decent fair trade harness almost at the first call. But not so. When this crisis came upon us and the trials of code making began, it was found that most industries were far from ready to set up fair, practical codes. In years past there had been some slight progress toward Fair Practice Regulations. If there had never been an NRA we should probably have continued to see the regular, natural growth of such regulations. During the past 6 months, however, we have seen a forced development which would normally have taken at least 6 and perhaps 16, years to complete. We have tried to do in 6 months what would normally have required 6 or 16 years to accomplish.

There are differences of opinion regarding the fundamental soundness of the NRA. There are many, indeed, who question the underlying principle and the whole program of the NRA. Their number seems, frankly, to be increasing. I happen to be one of those who believes in the NRA, what it stands for, and what it can accomplish if it does not get off on the wrong track. Even those of us, however, who believe in the NRA must all be ready and willing to admit that this great experiment has not been carried on without mistakes. Even General Johnson frankly admits that. It must also be clear to all that, even if an institution be sound in basic principles, it may still end in catastrophe if its methods of operation are not carefully watched.

It is to some of the details of NRA operation, then, to which attention must here be directed. *There are at the present time a number of NRA trends, which I sincerely believe, if they are not promptly corrected, will carry the entire program of the NRA to disaster. If such*

disaster should occur we shall then be faced by national problems of reorganization even more difficult than any that we have faced so far. Business interests and the public still have it within their power to correct these trends. Six months from now, if they are allowed to continue, it will be too late.

Monopoly Encroaching on Industries

Cut-throat competition is, per se, an unmitigated evil that should be eliminated. But what is cut-throat competition? That is not so easy to define. Lying about one's competitors is clearly a cut-throat method. But there are hundreds of business men now urging that anyone who undersells them is guilty of unfair competition and want the NRA to back them up. Industry and Government are today haggling over what constitutes unfair competition. Industry and Government are bargaining today like old-time horse traders. The Government is being asked by a large sector of industry to accept a new definition of unfair competition in return for shorter hours and a problematical increase in employment. It now looks as if the Government stands ready to barter some part, or all of its former opposition to combinations in restraint of competition, in return for a labor policy, a labor policy, by the way, with no guarantee as to results.

The public interest is mightily concerned in this jockeying. We want reemployment, but we also want to be secured against the encroachments of monopoly. In this bargaining operation, now going on in Washington, the people of this country face a more serious economic question than ever before. *If the Government makes a good bargain with industry, the public will benefit and so will industry in the long run. If the Government makes a poor bargain, if industry secures greater privileges of market control than are necessary or economically sound, we shall see disaster.* The results of such a trade may well leave the public with the burdens of industrial monopoly tied round their necks. Nor is this prospect an improbable one. It is imminent and immediate. It is serious beyond words of description.

The National Industrial Recovery Act specifically forbids monopoly, but there are master minds now busily engaged in writing new definitions. We are about to see whether market control and price fixing can be legally fixed upon the American public. Lest the movement to confuse terms goes too far, let it be stated as emphatically as possible here and now that monopoly has always been, is now and always will be, in control of the market and the fixing of prices. That is the purpose of monopoly. This is monopoly.

Dangers of Price Fixing

Under the NRA, many industries are now seeking to fix prices. There is abundant evidence that price fixing is in several industries already in effect. Such price fixing, whether with the consent of the NRA or not, is monopoly. If industrial monopoly is dangerous to society, then the danger is at hand. It is here now.

The throttling of markets now taking place in this country is resulting in rapidly rising prices which, in turn, and of themselves, menace the return of normal business conditions. No one is opposed to a gradual rise in prices. It is not difficult to explain increases in prices to consumers made necessary by increases in wages. It is even possible that price increases, due to changes in the value of the dollar, may not harm the upward current of business, but there is that within the backbone of most consumers, as well as business men, that will resist to the utmost the imposition of increases in prices by means of market or monopolistic control. *Moreover, there is no increase in employment nor in wages commensurate with these price increases. Thus the rapid spread of price fixing and market control may well retard all business.*

What are consumers going to do this spring when they find that they will have to pay $35 for the kind and quality of suit for which they formerly paid $25; when they have to pay $1.50 or $2 for a shirt that formerly sold for $1.00; when they have to pay 40 to 100 per cent increases for home furnishings and other necessities, which increases they know only too well are not going to labor? It is not difficult to forecast that there will be resistance—severe resistance, a resistance not only bad for the industries and trades directly affected, but for all business.

Oppose Monopolistic Trends

Even if we are not to be able to check the on-rush of monopolistic tendencies in industrial codes at the present time, consumers who will eventually have to pay the bill, will find ways and means of defeating these trends. They won't buy. They will find substitutes. They will not be coerced. They will strike and rebel.

Retailers, who are closer to the consumers than any other branch of business, know that this is true. Retailers owe it not only to consumers, but to their own interests as well, to oppose these monopolistic trends with all the power that they can command. Never has there been an issue so clearly demanding the retailers' support as in this instance.

Furthermore, even if these monopolistic

trends are allowed to go on, it must be clear to anyone who will stop and think, that they contain in themselves the seeds of their own destruction. *Industries rushing headlong for market control are unwittingly bidding for their own elimination.* Monopoly works best when there are but few industries concerned. Monopoly is most profitable when it can feed parasitically on other industries. *Now, however, you have hundreds of industries seeking monopoly. With all industries monopolized, there will be no advantage for any. Higher prices will mean declining sales. Declining sales will, in turn, require still higher prices, and the higher the prices the more certainly there will be a break-down of the entire system.*

The Real Answer

What, then, is to be done about this trend? If industries are not permitted to fix their prices, how, then some will say, shall they meet the increased costs of wages made necessary by the present Administration's Labor program? The answer is that many things can be done, many things, indeed, which are not monopolistic and which will not raise prices unreasonably, which will not control the market, which will not destroy the incentive to progress, and which will not freeze the present status of industry. *Under the NRA, the industries have a splendid opportunity to raise their standards of competition without destroying competition, by doing away with dishonest methods, by establishing fair product standardization, by abolishing commercial bribery, by eliminating lying advertising, etc.* These changes would in themselves result in gains which would probably more than pay for the increased labor costs and at the same time leave a foundation upon which a healthy, progressive industry could be built in the future.

The terms under which market and price control are to be secured have been so ingeniously and in many cases so innocently expressed as to mislead even the intelligent. But, unless promptly checked, we shall all soon begin to feel their effects in growing degree.

My appeal now is to business men and to the authors of the provisions in these codes, to stop, look and listen before going farther. Industrial price fixing is unsound from every standpoint. It invites trouble. It won't bring the millennium desired. It will probably fail. If not, it will and must be controlled by the public. A thoroughly awakened, intelligent self-interest on the part of business men themselves should see this and oppose the trend. Blind self-assurance, if unchecked in this movement will lead to certain disaster for us all.

IN OUR JUNE ISSUE:

• "REFRIGERATION with the largest equipment used in the candy industry," by W. E. Lowell, outstanding authority on air-conditioning in confectionery plants . . . This will be one of the many constructive articles in the June issue of THE MANUFACTURING CONFECTIONER, specializing exclusively on the interests of the manufacturing branch of the industry.

• Other star discussions will include: "Coconut Candies," the fourth in the series by Mr. Eddington; "Packaging Suggestions," by an authority; "How a Chain Buyer Buys," by the candy buyer for a large national chain store organization; other features, besides the latest about the N. C. A. convention just before it begins!

Manufacturers' Code Signed by Representatives April 21; Expect Approval Soon

THE Code for confectionery manufacturers was signed in Washington by representatives of the industry, headed by George H. Williams, President of the N. C. A., on Saturday evening, April 21, and submitted to the NRA. The industry leaders were then advised that the Code would be signed any time within fifteen days after that date. N. C. A. officials and industrial board members are expecting word of its approval any day.

H. L. Camp, of Wilson Products, Dies

HARRY L. CAMP, general manager of the Wilson Products Co., Inc., cough drop manufacturers of Tyrone, Pa., died on April 19, after a prolonged illness. Mr. Camp was well known in the candy industry, having spent his entire life in the manufacturing field. He was 62, and had been with the Wilson company a number of years. Previously he had been with D. L. Clark Co., Pittsburgh.

JULIUS W. BELSER, for twenty-five years a prominent retail confectioner of Cincinnati, Ohio, died during the past month.

Death Takes Charms Treasurer

ABRAHAM A. KOTZEN, treasurer and a director of the Charms Co., Newark, N. J., died from heart attack in Miami Beach, Fla., on April 17. Mr. Kotzen, in his fifty-eighth year, had been chairman of the reorganization committee of the Charms Co. in 1921. His home was in New York. He was also senior member of the law firm of Kotzen, Mann & Siegel of that city.

Code Authority Nominees Named for Candy Manufacturing Industry

Nominations Filed at N. C. A. Headquarters, May 8, 1934

NOMINEES for the nine members of the Code Authority of the Candy Manufacturing Industry, in addition to the President of the National Confectioners' Association, who will be the tenth member, were named at the close of the nominations at 5 p. m., May 8, 1934, at the N. C. A. offices in Chicago.

According to the Code Authority Plan, seven members will be elected by N. C. A. members for Class "A" representation—one from each of seven election districts. One non-member of the Association will be elected by non-members at large, for Class "B." One person will be elected to represent small manufacturers for Class "C" representation, whose sales of candy of his own manufacture during 1933 were less than $100,000.

Nominees for the various classes are as follows:

CLASS "A"

District 1—

J. M. Gleason, of W. F. Schrafft & Sons Corp., Boston, Mass.

District 2—

Wm. F. Heide, of Henry Heide, Inc., New York.

Walter W. Reid, Jr., of Charms Co., Newark, N. J.

District 3—

Jerome F. Blome, of George Blome & Son Co., Baltimore, Md.

W. D. Hines, of R. E. Rodda Candy Co., Lancaster, Pa.

John Boneiff, of Boneiff-Drayer Co., Baltimore, Md.

Louis L. McIlhenny, of Stephen F. Whitman & Sons, Inc., Philadelphia.

District 4—

F. A. Bunte, of Bunte Bros., Chicago.

C. O. Dicken, of E. J. Brach & Sons, Chicago.

Gross Williams, of Thinshell Products, Inc., Chicago.

District 5—

C. C. Chase, of Chase Candy Co., St. Joseph, Mo.

C. W. Douglass, of Douglass Candy Co., St. Joseph, Mo.

Carlton H. Woodward, of John G. Woodward & Co., Council Bluffs, Iowa.

District 6—

A. C. Carrington, of Miss Saylor's Chocolates, Inc., Alameda, Calif.

Leon Sweet, of Sweet Candy Co., Salt Lake City.

District 7—

W. E. Brock, of Brock Candy Co., Chattanooga, Tenn.

N. F. Fiske, of Fine Products Co., Augusta, Ga.

Brooks Morgan, of Block Candy Co., Atlanta, Ga.

CLASS "B"

J. W. Brooks, A. E. Brooks & Co., Grand Rapids, Mich.

Colin C. Campbell, Washington Candy Co., Washington, Ohio.

Max Sobel, Schutter Johnson Corp., Chicago.

Roy W. H. Crabb, Nichols Candy Co., Indianapolis, Ind.

CLASS "C"

Bob McCormack, Bob's Candy & Pecan Co., Albany, Ga.

Gordon F. Raymond, Merrimac Candy Co., Boston, Mass.

L. A. Rouff, Keppel & Rouff, Lancaster, Pa.

Robert H. W. Welch, Jr., Midwest Candy Co., Attica, Ind.

Election of the Code Authority will be held at 2 p. m. on May 21, 1934, at the N. C. A. offices, 111 W. Washington St., Chicago, and voting may be by mail, in person, or by proxy. The election, however, may be postponed if the Code has not been approved by that date.

Ballots will be printed and sent to all members of the industry. Members of the N. C. A. can vote for Class "A" nominees in their respective districts.

Non-members can vote for any of Class "B" nominees.

Manufacturers, whether N. C. A. members or not, whose sales of candy of their own manufacture in 1933 were less than $100,000 can vote for Class "C" nominees, but a manufacturer cannot vote in more than one class.

Manufacturers who have participated in the nominations of Class "A," "B," or "C" must vote in the same class.

Candy 2% Excise Tax Repeal Practically Assured

THE adoption by the House of Representatives of conference report on the 1934 Revenue Bill practically insures repeal of the 2 per cent Excise tax on manufacturers' sale of candy, effective at the time of approval of the Bill by the President.

The Bill is now awaiting action of the Senate on the conference report. This is expected daily and favorable action by the President may be anticipated within ten days thereafter.

Initiated by the amendment offered on the floor of the Senate by Senator William H. King of Utah, following the report submitted by Walter H. Belcher before the Ways and Means Committee of the House, and by William F. Heide before the Senate Finance Committee, of facts and arguments demonstrating the unfairness of the tax, the repeal of this discriminatory tax is an accomplishment in which the Association may well take pride.

National Confectioners Plan Convention Program

Many Features Announced for 51st N. C. A. Annual Convention, June 11-15, at the Hotel Waldorf-Astoria, New York City. Sessions to Center on Code, Although the Production Forums Will Again be Prominent on Program.

CARL L. GRAESER
Chairman of Production Forum Committee.

HIGHLIGHTS of the program of the 51st Annual Convention of The National Confectioners' Association have been announced by Secretary Olin M. Jacobs and the various committee chairmen. Members of the industry in large numbers are expected to attend the convention and the 11th Annual Exposition of Allied Trades, which will be held June 11-15 at the Waldorf-Astoria Hotel in New York City. Reports from Roberts Everett Associates, managers of the exposition, indicate that the so-called "Coming Back Show" of this year has already exceeded last year in number of exhibitors.

The major portions of the convention business sessions will be devoted to the industry's Code, which the administration now has in its hands for signature by President Roosevelt. Speakers of national prominence will address the convention on various phases of Code functioning. The names of the speakers have not yet been announced.

According to program plans, the first day will be devoted to Explanation of the Code; the second to Compliance with the Code; and the third day will emphasize Cooperation Under the Code. In connection with the talks, open forums will be held after the discussions.

The Production Forum sessions, which were so popular last year, will again be held under the chairmanship of Carl L. Graeser, Manager, Echert Factory, National Candy Co., of Cincinnati, Ohio. Members of the Forum Sessions Committee, with Mr. Graeser, are John J. Ballweg, of Novia Candy Co., Brooklyn, N. Y.; James A. King, of The Nulomolene Co., New York; and Walter Haug, Mason, Au & Magenheimer.

The Production Forum Sessions will be held Wednesday and Thursday afternoons, the subjects and speakers of which are given below:

Production Forum Program

WEDNESDAY, JUNE 13

2:30—Talk: "Possibilities of Cane Sugar in Candy," Dr. Whitman Rice, National Sugar Refining Company.
2:45—Discussion.
3:00—Talk: "Various Starches—Various Uses," Dr. A. P. Bryant, Clinton Company.
3:15—Discussion.
3:30—Talk: "Rolled Cream Centers," James A. King, Nulomoline Company.
3:45—Discussion.
4:00—Talk: Gelatine—"Its Use in Marshmallow Work," F. E. Robinson, U-Cop-Co.
4:15—Discussion.

THURSDAY, JUNE 14

2:30—Talk: "Pectin Jelly—Formulæ Clinic," Mr. Evan L. Rhoades, California Fruit Growers' Exchange.
2:45—Discussion.
3:00—Talk: "Plant Efficiency," Dale Steely, General Superintendent.
3:15—Discussion.
3:30—Talk: "Invisible Packaging," F. H. Drexler, Reynolds Metal.
3:45—Discussion.
4:00—Talk: "The Power of Appetite Appeal," L. B. Steele, DuPont Cellophane.
4:15—Discussion.

There will be a Question Box conveniently placed in the convention halls, in which manufacturers are invited to insert written questions to be discussed in relation to any of the Production Forum subjects.

Committees Announced

Announcement of the committees responsible for the arrangements and various features of the convention was made by Secretary Jacobs following his conferences with the members in New York April 26. The Arrangements Committee includes the following, who are designated as divisional committee chairmen:

Dinner Dance Committee: Thomas B. Fischer, Maillard Corp., Long Island City.

PEACOCK ALLEY in the Waldorf Astoria Hotel, said to be an almost exact replica of the original Peacock Alley in the old Waldorf, "where the world came to see and be seen." Here is but one of the countless attractions to be found in this world-famous hostelry which will be the gathering place of the confectionery and associated industries in June. A. R. C. meets June 7-9 and N. C. A. June 11-15.

Entertainment Committee: Herman L. Hoops, Hawley & Hoops, New York.

Golf Committee: John Forsman and Gerald Shattuck, of Frank G. Shattuck Co., New York.

Reception Committee: C. S. Allen, C. S. Allen Corp., Brooklyn.

The Program Committee, under the chairmanship of Carlton H. Woodward of John G. Woodward & Co., Inc., Council Bluffs, Iowa, was announced in our last issue.

John J. Ballweg is chairman of the Exposition Committee.

Entertainment Features

Numerous attractions for entertainment and pleasure afforded in New York will contribute to the convention entertainment program. Besides the opportunity of seeing the Carnera-Max Baer fight and viewing the U. S. Battleship Fleet in North River during the week—both of which will be aside from the plans scheduled—visitors and their ladies will participate in the following:

Tour of Radio City, including a session at Radio City Music Hall. Sight-seeing yacht trip around Manhattan Island, probably viewing the Navy Fleet.

. The annual dinner dance will be held in the Waldorf-Astoria Ball Room on Wednesday evening, tickets for which will be $5.

Registration fee for the convention will be $5 for men and $2.50 for ladies. Those desiring to register in advance may do so with Roberts Everett Associates, 232 Madison Ave., New York City, before June 4.

MANUFACTURERS and salesmen of New England joined with the *Merrimac Valley Wholesale Candy Jobbers' Association* in staging a big banquet and dance at the Marlborough Hotel, Lowell, Mass., on Saturday night, April 28. The event was called "a Reunion

W. D. Himes' Aid on Code Valued by Industrial Board

A MEMBER of the industry who has played an important part in the process of acquiring a Code for the Confectioner Manufacturing Industry, and who has received little previous mention, is W. D. Himes, Vice-President of the R. E. Rodda Candy Company and the American Caramel Company of Lancaster, Pennsylvania.

That the Code unquestionably advanced more rapidly and is a far better Code because of Mr. Himes' valuable guidance and counsel, is the opinion of the Industrial Board of the National Confectioners' Association.

From early fall until January, Mr. Himes served in an official capacity with NRA as a member of the Resident Staff of the Industrial Advisory Board, spending three or four days a week in Washington.

Flavoring Extract 25th Convention Set for May 21-23, Hotel Waldorf, New York

The Flavoring Extract Manufacturers Association will hold their Silver Jubilee Convention at the Waldorf-Astoria Hotel, New York City, May 21, 22, and 23. Discussion of the industry's code and observance of the association's 25th birthday will be the outstanding features of the three-day meeting.

Program arrangements have been arranged by E. L. Brendlinger, president of the Dill Co., Norristown, Pa. Entertainment activities, including the annual banquet May 22, are in charge of B. J. Gogarty, of Rossville Commercial Alcohol Corp., New York. Dr. B. H. Smith, head of Virginia Dare Extract Co., Brooklyn, is president of the association.

March Sales 48% Above 1933 First Three Months' Gain 34% Boosts Convention Interest

Says OLIN M. JACOBS
Secretary, National Confectioners' Assn.

THE NATION is regaining its sweet tooth and the confectionery industry has witnessed a steady increase in sales since the summer of last year, according to Olin M. Jacobs, Secretary-Treasurer of the National Confectioners' Association.

The confectionery industry, according to Mr. Jacobs, is one of the few large industries in the country which does not claim to serve as an accurate barometer of business conditions and trends, but sales in this field do unquestionably provide an excellent reflection of the prevailing tendency with regard to the expenditure of small sums by the population at large. It is significant to note, moreover, that these small sums constitute, in the aggregate, a decidedly impressive total, since the wholesale value of the various types of candy sold in the United States is approximately a quarter of a billion dollars annually.

Not only are production and sales up, according to Mr. Jacobs, but a strong feeling of confidence is generally manifest throughout the ranks of the industry. Particularly noteworthy is the widespread interest being taken in the Association's annual convention and exposition, to be held this year in New York City in the Waldorf-Astoria Hotel, from June 11 to 15, inclusive. Reservations of space in the Exposition are running considerably ahead of those last year at the same time, it was stated by Mr. Jacobs, and indications are that in attendance and in number of exhibitors both the Exposition and the Convention will far surpass last year's figures at Chicago.

March Sales 48% Above Last Year

The turn in the trend of confectionery sales was reported in June, 1933, and has proceeded upwards since that time with impressive persistence. The sales of 340 manufacturing wholesalers and retailers and manufacturers of chocolate products, as reported to the Department of Commerce, came to a total of $19,015,595 for March, 1934. Sales in March, 1932, amounted to $16,900,000 by 362 manufacturers, during which year Easter occurred at about the same time as in 1934. This represents an increase of 47.8 per cent over sales for the same month last year. The earliness of Easter must also be taken into account when considering the increase of nearly 34 per cent in sales for the first three months of 1934 as compared with the same period of last year. With the rise recorded in January and February, the total increase for the first three months of 1934 as against the corresponding period in 1933 is 33.7 per cent.

Uppermost in the industry's mind at the present time is the matter of its Code which President Roosevelt is expected to sign within a few days. At the New York City convention a discussion of the Code will occupy the center of the stage during the Convention sessions.

At the same time the increasing concern of the industry with technical problems of production, as indicated in the wide interest in the Exposition, is generally regarded as betokening the assumption that the confectionery industry has definitely entered on better days and that the general economic situation has ceased to exercise its overwhelming pressure on individual manufacturers.

OLIN M. JACOBS
Secretary, Nat'l Confectioners' Assn.

Coconut Oil Tax of 3c in Revenue Bill

A tax of 3 cents per pound on coconut oil and copra (the dried meat of the coconut) imported from the Philippine Islands was included by Congress in the 1934 Revenue Bill, presented to the President for his signature. President Roosevelt indicated he will sign the bill, although he is opposed to the tax on coconut oil imported from the Philippines, which was formerly admitted duty free.

The tax on these products from other countries will be 5 cents per pound. Copra was formerly on the free list, while coconut oil was taxed 1 cent per pound.

The tax will be paid by the processors, who will pass it on in an increased price on coconut oil and coconut butter. Whether the price increase will be exactly 3 cents or an eighth of a cent a pound in addition to the 3 cents is a question cost accountants and the processors are now considering.

The prevailing price to candy manufacturers has been about 6¼ cents per pound. With the tax added and the slight extra charge due to the increased cost rate, the price may be 9¼ cents or 9⅜ cents a pound after the tax goes into effect.

The tax of 3 cents a pound upon coconut oil imported from the Philippine Islands has been attacked as unjust to the Filipinos at a time when they are striving to work out a plan for economic independence.

"I feel that the coconut oil tax is extremely unfair to the Philippines," the President declared. "I will suggest in a message to Congress that a conference of the house and senate study this provision with a view to repealing it."

Directory of Exhibitors

Allied Industries Exposition During N. C. A. Convention June 11-15, at Waldorf-Astoria Hotel, New York City

Preliminary Listings—Further Information Next Issue

AMERICAN LECITHIN CORP., Atlanta, Ga., 11 W. 42nd Street, New York City, N. Y.
Exhibiting: Technical data relative to the use of Lexin in chocolate and confectionery, considered from manufacturing and sales viewpoints; charts and practical displays of its action and optimum methods of application; samples of goods made with Lexin; exemplification of production control methods based on Lexin; information concerning and display of Block Milk for making coating.

AMERICAN MAIZE PRODUCTS CO., 100 E. 42nd St., New York City, New York.

ANHEUSER-BUSCH, INC., St. Louis, Missouri. Booth No. 407.
Exhibiting: Corn Syrup. In attendance: Homer F. Ziegler, Charles Grupe, Oscar Wagner and Frank X. Ragan.

ATLANTIC GELATINE CO., INC., Hill Street, Woburn, Mass. Booth No. 314.
Exhibiting: Ground Gelatine for display in glass jars. In attendance: J. H. Cohen, H. W. Cochran, R. J. Barber, W. H. Jose, W. T. Turner, W. I. Gorfinkle.

CALIFORNIA FRUIT GROWERS EXCHANGE, Products Department, Ontario, California. Booths Nos. 308 and 309.
Exhibiting: Usual exhibit of Exchange Citrus Pectin and Jelly Candy. Some new features will be introduced at the Convention. In attendance: M. L. Chapman, E. L. Rhoads, C. K. Lyle, T. W. Johnson, C. Gallagher, A. J. Freeman, T. F. Baker.

FRED S. CARVER, 345 Hudson St., New York City, N. Y. Booth No. 202.
Exhibiting: Will announce new 5 pot cocoa press which supersedes old 10 pot model as standard. Also the Carver Laboratory Press. In attendance: Fred S. Carver, H. H. Fromm.

CLINTON COMPANY, Clinton, Iowa.
Exhibiting: Miniature model of plant and samples of products. In attendance: R. E. Clizbe, A. P. Bryant, A. C. Junge.

CORN PRODUCTS REFINING CO., 17 Battery Place, New York City, N. Y.
Exhibiting: Derelose, a pure white sugar from corn, for candy; anhydrous cerelose, for chocolate and chocolate coatings; corn syrups and starches for confectioners' uses; candy prepared with above corn products.

DUPONT CELLOPHANE CO., INC., Empire State Building, New York City, N. Y.

HARRY L. FRIEND, 52 India St., Boston, Mass. Booth No. 103.
Exhibiting: "Bostonian" model which has been most popular during the last two years. In attendance: Harry L. Friend.

GENERAL FOODS SALES CO., INC., New York City, N. Y.

HERSEY MANUFACTURING CO., Boston, Mass.
Exhibiting: Working model of Hersey Universal Starch Conditioner operated through a full-sized Hersey lag control, demonstrating use of this device; moving cross-sections of Hersey dryers and coolers showing action of starch in these machines.

IMPERIAL WOOD STICK CO., 411 Graybar Building, New York City, N. Y. Booth No. 307.
In attendance: L. B. Hanafee, R. A. White.

A. KLEIN & CO., 113-118 West 17th St., New York City, N. Y.
Exhibiting: Fancy candy boxes.

J. M. LEHMANN CO., 250 W. Broadway, New York City, N. Y. Booth No. 313.
Exhibiting: Advertising material in lieu of machines. In attendance: E. E. Mueser, P. Hollstein.

NATIONAL EQUIPMENT CO., 2640 Main St., Springfield, Mass. Booths Nos. 212 and 213.
Exhibiting: Bausman No. 3 Decorator and Turntables. In attendance: George A. Bausman, A. L. Bausman, George E. Byford, H. C. Baum, B. E. C. Gillette, F. S. Moulton, C. B. Turner, D. C. Cottreal, O. L. Larson.

NATIONAL SUGAR REFINING CO., 129 Front St., New York City, N. Y.
Exhibiting: Various grades of granulated and powdered sugars, also invert sugar, liquid sugar and transformed sugars.

THE NULOMOLINE CO., 109-111 Wall St., New York City, N. Y.
Exhibiting: Samples of Nulomoline (the standardized sweet sugar); Convertit (concentrated refined invertose); a presentation of new candy items, bars, bulk goods and penny pieces with formulas; new literature on specific candymaking problems.

PACKAGE MACHINERY CO., Springfield, Mass.
Exhibiting: Model GH Machine for wrapping candy bars in printed Cellophane. The Cellophane is supplied in rolls, and the registration is controlled by a photoelectric cell. Has speed of 75 bars per minute.

PENICK & FORD SALES CO., INC., 420 Lexington Ave., New York City, N. Y. Booth No. 409.
Exhibiting: Confectionary starches. Douglas "C" Starch. Confectionery Crystal White Corn Syrup. Gum drops made with Douglas "C" Starch. In attendance: D. P. O'Connor, Vice President, Henry T. Wager, M. M. Kennedy, James Kearney, Walter Brown, W. G. Ahern, G. C. Callerman, Donald Demmy.

PENNSYLVANIA SUGAR REFINING CO., Third and Walnut Sts., Philadelphia, Pa.

THE PILLIOD CABINET CO., Swanton, Ohio.
Exhibiting: Merchandising packages for candy; cedar chests, cedar vanities, cigarette boxes, etched chromium and wooden boxes, serving trays, juvenile cedar chests and other fancy shaped boxes.

REYNOLDS METALS CO., 19 Rector St., New York City, N. Y. Booth No. 315.
Exhibiting: Many advantages and applications of Metal Foil Packaging and the latest developments in foil wrappers, cartons, labels, etc. In attendance: F. H. Drexler, I. P. Macauley, J. E. Dulaney, M. S. Beall, H. J. Williams, Frank J. Herbert.

ROSS & ROWE, INC., 80 Broad St., New York City, N. Y.
Exhibiting: Display of Yelkin, the standardized lecithin; Yelkin flavors and Placto, the plastic milk. Demonstration of developments in quality control in chocolate and candy. Literature on candymaking.

F. J. SCHLEICHER PAPER BOX CO., 1811 Chouteau Ave., St. Louis, Mo. Booth No. 215.
Exhibiting: Regular trade mark Candy Boxes, including special designed boxes for Valentine, St. Patrick's, Mother's Day, Hallowe'en, Christmas and all other candy holidays. In attendance: Allen K. Schleicher, Louis H. Schleicher, Frank H. Schleicher.

STALEY SALES CORP., Decatur, Ill. Booth No. 203.
Exhibiting: Confectioner's Crystal Corn Syrup Unmixed, Confectioner's Eclipse Thin Boiling Starch, Confectioner's Special Moulding Starch. In attendance: H. P. Dunlap, G. A. Johnson, O. D. Sutter, Walter Cooley, John M. Search, L. R. Dickinson, W. C. Holzhauer.

THE TOY KRAFT CO., Wooster, Ohio.
Exhibiting: Hand painted wooden toys to be used as containers for candy; toys comprise little wagons with animals attached; pails, on wheels and without, having bead handles; pull toys to which candy can be tied.

UNION CONFECTIONERY MACHINERY CO., INC., 318 Lafayette St., New York City, N. Y. Booth No. 301.
Exhibiting: Advertising material (signs, posters, etc.) in lieu of machines. In attendance: Messrs. Herman Greenberg, Joseph Greenberg, Charles Balin, Charles S. Saperstein, Irving Debrovner.

UNITED CHEMICAL & ORGANIC PRODUCTS CO., 4200 S. Ashland Ave., Chicago, Ill. Booth No. 406.
Exhibiting: U-Cop-Co Pure Food—Flake and Granulated Gelatine. In attendance: J. W. Burns, F. E. Robinson, H. E. Wangemann, A. Hamilton.

JOHN WERNER & SONS, 713 Lake Ave., Rochester, N. Y.

T. C. WEYGANDT CO., 165 Duane St., New York City, N. Y. Booth No. 216.
Exhibiting: Chocolate Moulds. In attendance: Ernst Faber, Oscar A. Haas, L. Bolster.

WHITE STOKES CO., INC., 3615-23 Jasper Place, Chicago, Ill. Booth No. 214.
Exhibiting: General line. In attendance: H. McKenna, J. W. Lawrence, C. A. Dillon, J. R. Daicy, W. A. Alexander, E. G. Buchanay, J. E. Lynch, E. S. Davisson.

CONFECTIONERY PUBLICATIONS

CONFECTIONER'S JOURNAL.
CONFECTIONERY & ICE CREAM WORLD.
THE INTERNATIONAL CONFECTIONER.
THE CONFECTIONERY BUYER. Booth No. 402.
THE MANUFACTURING CONFECTIONER. Booth No. 402.
NORTHWESTERN CONFECTIONER.
SWEETS.
WESTERN CONFECTIONER.

Strong Interest Shown in Exposition

MANUFACTURERS' interest continues unusually high in the 11th Annual Exposition of the National Confectioners' Association, to be held in conjunction with the association's 51st Annual Convention at the Waldorf-Astoria Hotel, New York City, June 11 to 15 inclusive, it is announced at the offices of the Exposition Management, 232 Madison Avenue, New York City.

Leasing of booths in the exposition, it is stated, is consistently running far ahead of corresponding periods last year, when the exposition was held in Chicago, and the indications are that this year's exposition will to an impressive degree surpass last year's in size. At the same time, reports received from the field likewise give promise of a considerably increased attendance.

Information about scores of significant new developments in machinery, equipment, supplies, ingredients and services to be presented for the first time at the exposition is reported by the management.

"Reports received," declares the statement, "indicate that the trades allied to the confectionery industry have been doing a lot of thinking, planning and acting during the past year, since the Chicago convention and exposition. Some of the developments that have been effected during this period are of first importance to the confectionery industry, while numerous refinements and improvements that have been contrived in standard material are scarcely less important.

"These developments are news—and highly important news. To manufacturing confectioners they represent means of improving the quality of their products, of reducing their production costs, and of heightening the efficiency and efficacy of their marketing efforts.

"The first reports that we have received establish conclusively that the allied trades have not lost their sense of progressiveness. While at this time a tabulation of equipment, supplies, ingredients and services that will be shown at the exposition is far from complete, the data now available speaks most eloquently for the show as a whole."

"There is no doubt," declares the management, "that the show this year will mark a strong forward step. The current optimism of the confectionery industry and allied trades regarding the future of business is clearly reflected in the increased rentals of booths and in the numerous inquiries daily received. With business on the climb, the confectionery industry has considerably heightened its interest in the developments and refinements effected by the allied trades in machinery, equipment, supplies, ingredients and services during the past year. There is every reason to anticipate a record attendance this year."

Members of Beet Sugar Labor Code Administrative Committee Selected

NRA approval was given April 21 to the following to represent the industry on the Administrative Committee for labor provisions of the Beet Sugar Code:

W. N. Wilds, American Beet Sugar Co., Denver, Colo.

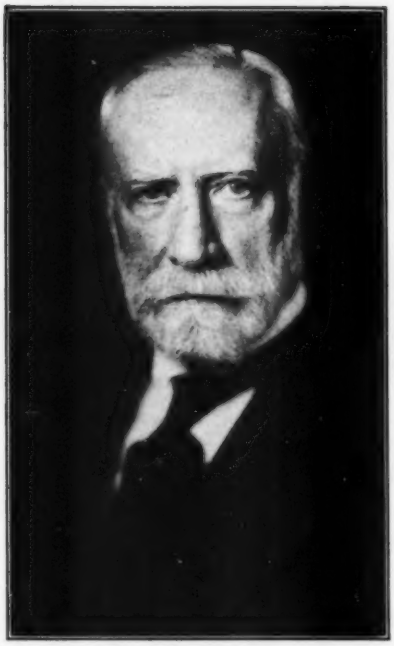
Frank A. Kemp, Great Western Sugar Co., Scottsbluff, Nebr.

Charles A. Coryell, Monitor Sugar Co., Bay City, Mich.

Mr. Wilds and Mr. Kemp were appointed by the United States Beet Sugar Association, Mr. Coryell by the Farmers' and Manufacturers' Beet Sugar Association.

MILWAUKEE MANUFACTURERS and jobbers are cooperating on a plan for better merchandising to the retail trade. The lines of one manufacturer are pushed by the distribution trade with an extra emphasis each week. This concentration is exerted in behalf of both new items and those which have ordinarily been given insufficient attention. Outside manufacturers will also be favored by the plan.

RETAIL CONFECTIONERS' ASSOCIATION of Philadelphia held a very successful dinner dance, with approximately 600 retailers, wholesalers, manufacturers, salesmen and their ladies in attendance. Emanuel Linder was head of the committee, and Theodore Marquetand, president of this association of manufacturing retailers, acted as toastmaster of the annual event.



Herman W. Hoops Passes

IN the passing of Herman W. Hoops, head of the long-established candy manufacturing firm of Hawley & Hoops and former President of the National Confectioners' Assocation, the industry has lost one of its most notable leaders. Mr. Hoops, who was in his 79th year, died at his home in New York City on April 18, following illness of several months.

Widely known as "Dean of the Candy Industry," Mr. Hoops had devoted himself to its interests and problems for more than fifty years. As a result of his years in business and long activity for betterment of the industry, he formed hosts of friends in all its branches. He was a prominent figure in the affairs of the N. C. A. for thirty years, having served in practically every office and on all major committees of the association.

Born in New York City on October 8, 1855, Mr. Hoops was but 20 when he became a partner of John S. Hawley in a candy manufacturing business under the name of John S. Hawley & Co. Later it was changed to Hawley & Hoops. At the time of his death Mr. Hoops was senior partner of this firm. Associated with him were his brother, William F., and his son, Herman L. Hoops.

Mr. Hoops served as treasurer of the N. C. A. from 1895 to '97 and as chairman of the executive committee from 1897 to 1905. In 1906 he became vice-president, and was elected president in 1907 and 1908.

In 1916 he was chosen the first president of the New York State Confectioners Association and led a movement to abolish unethical practices then existing in the industry. In 1923, he was a leading figure in the formation of the Eastern Confectioners Traffic Bureau, which was designed to eliminate unfair competition among candy manufacturers as a result of maladjustments of freight rates.

Mr. Hoops had been a member of the General Society of Mechanics and Tradesmen since 1898. He was also a director of the Irving Trust Co. for 33 years, until his resignation in 1931.

Surviving Mr. Hoops are his widow, Helena Anger Hoops, two daughters, Miss Elizabeth Hoops and Mrs. Helen C. Engel, and his son, Herman L. Hoops.

The Sugar Tax

(*Continued from page 23*)

clarification, the effect of the amendment, stated in general terms by W. Parker Jones, NCA General Attorney, at Washington, is to exempt sugar, upon which duty was paid at the time of importation at the rate current on January 1, 1934, and all candy made from sugarcane, sugar beets, or any product thereof, from the floor stocks tax, to which both would have been subject by the imposition of the processing tax on sugar.

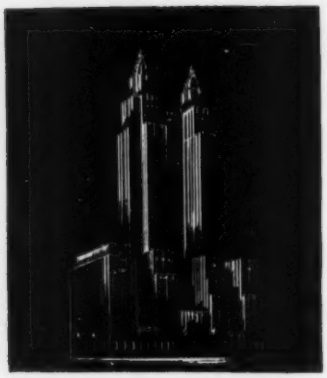
Further details of interpreting the amendment are given in a recent statement by Lamborn & Company, Inc. The report, in part, declares: "As we interpret this, *any* refined sugar held by *any* class of buyers, on which the old rate of duty has been paid, will be exempt from any tax whatsoever. However, since no duty has been paid on domestic beet sugar, and as the refiners' melt has largely consisted of duty-free raws since the first of the year, very little sugar would enter the *exempt* category under subdivision (1) as quoted above."

Under subdivision (2), however, the interpretation points out that the *manufacturer*—such as confectioners, bottlers, canners, etc.—using sugar as an ingredient in his product is exempt from floor stock tax on *all* kinds and types of sugar, whether or not duty was paid on such sugars, *provided* such sugars were held prior to April 25, or contracted for prior to such date. Furthermore, any purchases made subsequent to April 25 by a manufacturer and prior to the effective date of the processing tax, would be exempted from the tax, *provided* the sugar was made from raws on which the old duty was paid. Furthermore, states the report, the manufacturer is exempt from *any* floor stock tax on his *finished product* held on the effective date of the floor stock tax. Sugar held in bond by anyone will be subject to the floor stock tax unless the duty paid upon it is at the current rate of 2 cents per pound.

A manufacturer may continue after April 25 to make new purchases of refined sugar made from duty paying raws or of imported white sugars on which the current rate of duty will be paid and still be exempt from any floor stock tax on such sugars. The advantage to the manufacturer in his new purchases would, however, be altered by the price of refined sugar when the downward revision of the tariff takes place.

This bill, as signed by the President, means that the savings to the candy industry will be at least fourfold: (1) The manufacturer will be saved the amount of the tax on floor stocks of sugar purchased before April 25, (2) the manufacturer and jobber will be saved the threatened tax upon floor stocks of confectionery, (3) they will be spared the cost of inventories which would have followed, and (4) losses due to slowing down of business caused by inventories will be averted.

President Williamson and the NCA Legislative Committee are deserving of high praise for their effective work in connection with this legislation.



Go East confectioners!

UP, up, goes the business curve, and the confectionery industry turns its eyes east, to New York City, where the 51st Annual Convention and 11th Annual Exposition of the National Confectioners' Association will be held from June 11 to 15, inclusive in the magnificent new Waldorf-Astoria Hotel. Manufacturing confectioners who seek to maintain and increase their share of the increasing market that business recovery is creating will go to New York to find ideas, to learn the significance of the industry's code and

of national economic events and trends, to examine, compare and buy the equipment, supplies, ingredients and services shown at the Exposition... and, for relaxation, to have a grand time in the world's greatest city. Rates at the Waldorf-Astoria and nearby hotels will be moderate during the exposition and convention period. Now is the time to make your plans—right now! Ask your transportation agent about reduced convention fares. Reserve your rooms, at convention rates, with the Waldorf-Astoria.

JUNE 11 TO 15

WALDORF-ASTORIA

Western Convention Prepares Regional Set-up Under Code

FIRST under the wire to select its code authority representative and organize for the administration of the candy industry code in its territory, the Sixth District, comprising eleven Western States, is really to function as soon as the national code authority shall have been organized and is prepared to perform such duties and employ such powers as may be delegated to districts by the Code Authority.

The nineteenth annual convention of the Western Confectioners' Association, composed of the wholesale and larger retail candy manufacturers of the eleven Western states—postponed from time to time since the first of the year awaiting action on the code and instructions from national headquarters—was held in San Francisco, April 30 to May 3, and proved by far the most important session in the 20 years' history of the organization.

Albert C. Carrington of Miss Saylor's Chocolates, Inc., of Alameda, Cal., was unanimously elected president, succeeding O. J. Freeman of the Candy Products Co. of Portland, Oregon, who is also director of the Zone 14 of the Industrial Recovery Division of the National Confectioners' Association and has played a prominent part during the past year in the deliberations which have resulted in the candy industry code. Mr. Carrington for nearly a year has been chairman of the Northern California Zone of the Western Association and of Zone 13 under the Recovery plan.

Alfred Beaudry of the Christopher Candy Co. of Los Angeles was elected vice-president, and George H. Cardinet, head of the Cardinet Candy Co. of Oakland, Cal., was elected treasurer. The executive secretary and other officials are appointive offices, and the board of directors is composed of the chairmen of the seven zones into which the Western territory is divided, each zone chairman being elected by the manufacturers in his zone.

Mr. Carrington will probably be elected as Code Authority representative from the Sixth District.

Program Centers on Code

Discussion of the candy industry code and its effect upon the industry as a whole, on the industry in the West, and on the individual manufacturer formed the principal business of the convention and most of the four-day program was devoted to those questions and the organization of the Western association to handle the work of a subsidiary code authority in its territory.

Max F. Burger, assistant director of the National Recovery Division of the N. C. A., came out to give a first-hand interpretation of the code and line up the Western manufacturers in compliance with its provisions.

◆ DELAYED convention held April 30 to May 3. Code administration organization for District 6 may be used as model for other sections of country.

Mr. Burger's addresses and conferences on the interpretation and enforcement of the Code were supplemented during the four days by addresses and discussions by O. J. Freeman of Portland and B. Guy Showley of San Diego, regional directors for Zones 14 and 13, respectively, who had attended many of the Planning Committee sessions at which the Code was drafted.

The convention was opened at 10:30 o'clock Monday morning, April 30, at the Palace Hotel in San Francisco with an address of welcome by A. C. Carrington, chairman of the San Francisco and Northern California Zone, and a response by Leon Sweet of the Sweet Candy Co. of Salt Lake City, dean of the candy industry in the West.

President Freeman outlined the year's accomplishments of the National and Western associations in his address to the convention, dealing especially with the work of preparing and submitting the code. He included in his remarks the reading of a letter from William Heide regarding the favorable prospects for a repeal of the candy excise tax and followed this by a telegram received that morning from President Williamson of the National association announcing that the conference committee of the congress had approved the revenue bill with the excise tax eliminated.

Williamson Sends Message

A feature of the opening session was the reading of a letter from President Williamson, sending his greetings and regrets that he was unable to be present and discussing the Code.

"We are children," he said, "and this code is dynamite placed in our hands. It can build us a magnificent mansion or it can blow us to bits. It cannot be ignored, nor can anyone beat it for long. There is only one way to treat it, and that is with great respect. We each must cherish it, preserve it and work for it, and in doing so we shall be working for ourselves. If we do not do so it has the power to destroy us completely. It may not be entirely satisfactory to you or to the balance of the industry, but, with humility, not with pride, I maintain that it is a GOOD code. And it is not an inflexible document; if, after living with it, we find that we can make improvements, it can be amended to include them. The administration has gone as far with us as it will go until we can demonstrate clearly and definitely that we have leaders with judgment, fairness and a willingness to sacrifice their time

MAX F. BURGER

Assistant Director, Industrial Recovery Division of the National Confectioners' Assn., who discussed Code provisions at 19th convention of Western Confectioners' Assn. in San Francisco, California.

to administer the code properly, and until we as an industry have demonstrated that we will follow these leaders, accept the code, make the best of it, and are good soldiers rather than an undisciplined mob.

"The local code authorities, which must be organized to administer the code under the direction of the national code authority and the NRA administration, will not take the place of any trade organization such as yours. I am firmly convinced that not only must trade associations, such as the Western Confectioners' Association, be continued, but that they must be strengthened, and that new ones must be brought into existence in sections of the country which do not have any local associations now. . . . Your association, your Code Authority, and the benefits to be derived under a code rest entirely in your hands and in your hands alone. . . . I beseech you individually to make an extreme effort during the next six or eight months to cooperate to the utmost of your ability and lend your weight to the strengthening of the Western Confectioners' Association and, through it, the National Confectioners' Association."

Burger Discusses Code Provisions

The entire afternoon Monday was devoted to a detailed reading and interpretation of the code by Mr. Burger.

The morning session on Tuesday, May 1, included Mr. Burger's talk on "The Necessity of Compliance with the Provisions of the Code," with examples of actions which had been taken to enforce the codes of other industries, an "Appeal to Reason for the Success of the Industry as a Whole," by Chester E. Roberts of the Imperial Candy Co. of Seattle, past president of the association, and an address by Wesley O. Ash, NRA Executive Assistant for the Northern District of California, on "Practical Problems in Code Enforcement."

Following an address on "Cooperation and Organization" by B. Guy Showley of Showley Bros. of San Diego, past president of the association and Regional Director for Zone 13, most of the afternoon session Tuesday was taken up with a discussion, led by Mr. Burger, on the election of a National Code Authority Representative for the Class A members of District 6. It was decided, during the discussion, that the offices of Code Authority Member for District 6 and president of the Western Confectioners' Association should be vested in the same person and that all members of the industry voting in Class A be urged to support the nominee of the convention.

Sets Up Subsidiary Code Authority

Most of Wednesday morning's session was devoted to a further discussion of the code, led by Mr. Burger, on the election of Class B and Class C code authority representatives and the duties of subsidiary code authority committees or enforcement bodies, a district executive secretary or "trouble shooter," and other subordinate officials and committees.

A committee of the zone chairmen of this association recommended that the association employ a full-time executive secretary to act as assistant to the Code Authority Member and set up district committees on Policing or Enforcement, Trade Practice Complaints, Labor and Industrial Adjustments, and Costs and Prices.

Wednesday afternoon's session was devoted to a round-table discussion, led by Mr. Carrington, on the further organization of the Western Confectioners' Association and the handling of the code administration in District 6. The duties of the Western Code Authority Representative were discussed at length and several resolutions were adopted expressing the desires of the association for the guidance of the Code Authority Member when elected.

The organization of district and subordinate zone headquarters, officers and committees, the question of financing the national, district and zone organizations were considered. As a result of actions taken at the session the Western Association has ready and waiting a complete regional set-up prepared to function as soon as the National Code Authority authorizes it to go ahead. Among other things, the meeting decided to continue in operation and increase the scope and effectiveness of the Western Confectioners' Traffic Bureau.

The Western "code administration organization," which the N. C. A. hopes to use as a model for the organization of similar machinery in other parts of the country, calls for an "Advisory Committee" composed of the seven zone chairmen of the Western association to work with the Code Authority member. Each of the seven zones of the Western territory will have a similar advisory committee to assist its zone chairman, and such other committees as it may find necessary to handle the problems peculiar to its own district. The District Code Authority will establish its headquarters in San Francisco, with an executive or field secretary

(*Turn to page* 39)

A. R. C. Convention Program All Set *for* June 7-9, New York

THE CODE for Retail Confectioners will be the principal subject discussed at the 18th Annual Convention of Associated Retail Confectioners of the United States, June 7 to 9, at the Waldorf-Astoria in New York City. The Code is still hanging fire and, according to Secretary W. D. Blatner, "the latest edition of the Code will be torn to shreds, and everybody's ideas will be sought for." Mr. Blatner said that there is only a remote chance that their Code would be adopted prior to the convention.

Other subjects of a practical nature, the like of which have always made the A. R. C. conventions outstanding as a hotbed of new and helpful ideas, will be included in the full program which has been announced.

In answer to many requests, the program on June 7, 8 and 9 will be illuminated by several special talks to be given by outstanding members of the A. R. C. and to be followed by open forum discussions of each subject. They include the following:

1. "Candy Merchandising."
2. "Restaurant Management and the Training of Waitresses."
3. "Truth in Advertising."
4. "Color in Business"—By an individual who in his daily work does more to inject color into his displays "than anyone we know," according to the committee.
5. "How Do You Study the Wants of Your Customers in Relation to the Contents of Packages?"
6. "Special Holiday Novelties and Packages." (This talk and discussion will be held in a special session, admission to which will be by presentation to the Sergeant-at-arms of at least one package or novelty representative of the retailer's best special holiday novelties and best package seller throughout the year. Concentration will be on the special items.)
7. A pageant of costumes displayed on live models.

Each of these subjects will be treated by individuals who have already agreed to appear on the program, but whose names are being withheld in order to arouse curiosity and interest in the convention program.

Miscellaneous topics have also been added to make a well-rounded program, the first of which pertains to the question of closer relationship between the wholesale manufacturers' national association and that of the retail manufacturers. These are the subjects which have been added to the schedule:

1. "What relationship should be developed between the A. R. C. and the N. C. A.—if any?"
2. "Is it advantageous, or otherwise, to sell ice cream and miscellaneous confections as a part of the stock of a store which hitherto has confined itself exclusively to candy?"
3. "What new or novel methods of merchandising have you employed during the past year?"

The Open Forum will be continued, as in the past, but will revolve around the subjects presented above.

◆ RETAIL Confectioners to discuss their Code and subjects on practical operations . . . Will exhibit samples of Best Sellers . . . Invite supply field salesmen to join them at Hotel Waldorf. . . . .

A. R. C. Officials Invite All Retail Confectioners to Convention

TO ALL RETAIL CONFECTIONERS:

The officers and members of the executive committee of the Associated Retail Confectioners of the United States cordially extend an invitation to all retail confectioners throughout the country to attend the Code Sessions of their 18th Annual Convention to be held at the Waldorf Astoria Hotel, New York City, June 7, 8 and 9.

This will be your opportunity to join forces with the other confectioners throughout the United States, learning first hand what has transpired up to that time and fully advise yourself on your duties and responsibilities for the future.

Were it possible, we would extend to each and every retail confectioner a personal invitation. We trust, however, that this will serve as a substitute.

Yours respectfully,
GEO. C. COBB, President.
WM. D. BLATNER, Secretary.

Entertainment Features

Among the distinctive features of the entertainment part of the program, the retailers and their ladies will enjoy a dinner at Schrafft's, a dinner-dance at the Waldorf-Astoria, a visit to Radio City, and possibly a trip to Coney Island. This year, as a part of the regular program, an added feature of interest will be the costume pageant for waitresses and sales girls.

Merchandise Exhibit of Best Sellers

The exhibits of candy by the members has become one of the remarkable customs held in connection with A. R. C. conventions. Every delegate is asked to bring two boxes of his best items for inspection at the ses-

GEORGE C. COBB of Worcester, Mass., President of A. R. C., invites all retail confectioners of U. S. to convention June 7-9.

sions: "(1) A single box of your best sellers," and "(2) A single box of your best special day assortment."

These items will be exhibited, compared, tasted, and observed as to how displayed. While no prize contest will be staged this year, all delegates will have the opportunity of seeing what the selected merchandise of their fellow members looks like and of benefiting by their experience.

Supply Field Salesmen Invited

An innovation this year is the invitation being extended to all salesmen who sell to the retail confectionery trade, and who can attend, to be on hand at the convention and participate in the regular sessions—and particularly to start the ball rolling for a "Salesmen's Auxiliary." The idea was suggested at last year's convention. Its purpose is a voluntary group of salesmen, enlisted in a cooperative body, to assist the A. R. C. in gaining new members and to meet each year with the retail manufacturers in their open sessions or in closed sessions of their own.

Biscuit and Cracker Code Hearing Held May 8

PUBLIC hearing on the proposed biscuit and cracker baking industry code was held in the Mayflower Hotel, Washington, on Tuesday, May 8, under Deputy Administrator Walter White.

The Biscuit and Cracker Manufacturers' Association of America, including 55 of the 67 known members of the industry and claiming to represent 90 per cent of the output, sponsored the code. The industry has a capital investment of $150,000,000.

A basic maximum 40-hour week was proposed, at minimum wages ranging from 27½c per hour for women workers in the South to 40c for men in the North.

The code proposes to prohibit giving away display fixtures to customers, selling empty cellulose, glassine, or other bags at less than actual cost, or furnishing a paid demonstrator to any store location for a period greater than one week in eight.

C. S. Allen Heads New York Association

The Association of Manufacturers of Confectionery and Chocolate of the State of New York elected C. S. Allen, head of C. S. Allen Corp., Brooklyn, as president for the ensuing year at its annual meeting April 19, at Hotel Pennsylvania.

Mr. Allen was advanced from the vice-presidency to succeed John Ballweg of Novia Candy Co. Frank Kobak, of Metro Chocolate Co., Brooklyn, was chosen new vice-president. William C. Kimberly was renamed secretary-treasurer.

Members of the Executive Committee are: Wm. F. Heide, Chairman; John Ballweg; Wallace Jones, head of Rockwood & Co.; P. J. Rudden, of Rudden's Cherry Brand Candies, Inc.; D. D. Sanford, head of National Licorice Co.; T. J. Fisher, head of Maillard Corp.; the late Herman W. Hoops (honorary).

Western Convention

(*Continued from page 37*)

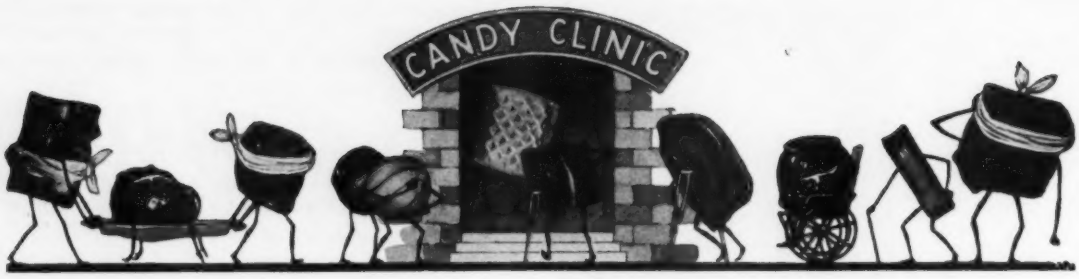
and such employees as may be found necessary to carry on the work, and each zone will have a full or part-time secretary to handle details under the direction of the zone chairmen. Trade practice complaints will be handled and, if possible, settled in the zone in which they originate. Matters which cannot be handled locally will be referred to the district headquarters, and only such matters as the district office finds it cannot handle will be referred to the National Code Authority. The local zone organizations will be self-supporting and it is expected that the district offices will be maintained under the national program.

Distributors Make Suggestions

Following an "Interpretation of the Open Price Plan" by Mr. Burger and a discussion from the floor on its operation, most of the Thursday morning session was devoted to a "Customers' Session, at which jobbers, syndicate store buyers, chain grocery buyers and independent retailers had been asked to tell just what has been the matter with the candy industry, what the manufacturers should do to correct present-day evils in the future. The speakers offered frank criticisms and constructive suggestions, especially R. L. Close of Smart & Final Co. of Wilmington, Cal., representing the chain grocery buyers, and Mrs. Edna Gleason of Stockton, proprietor of three drug stores and president of the California Pharmaceutical Association, who represented the independent retailers.

Round table discussions occupied Thursday afternoon's session, one on "Bar Goods and the Resale Price Situation," led by George H. Cardinet of Oakland, and another on "Package Goods and the Unstable Price Situation," led by Alfred Beaudry of Los Angeles.

The only social event formally scheduled during the four days of the convention was the annual dinner dance, staged at the Bal Tabarin Cafe Thursday night.



The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known, branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of the M. C.

$1.25—$1.50—Chocolates

Code 5A 34

Bittersweet Chocolates—2 lbs.—$2
(Purchased in a department store, San Francisco, Calif.)

Appearance of Package: Good.

Box: Extension, gold and black with name embossed in black. Wrapper in transparent cellophane.

Appearance of Box on Opening: Fair.

Chocolate Coating: Bittersweet.
- **Color:** Good.
- **Gloss:** Good.
- **Strings:** Fair.
- **Taste:** Good.

Centers—
- **Vanilla Coconut Cream:** Dry and hard.
- **Vanilla Cream:** Dry and hard.
- **Vanilla Nut Cream:** Dry.
- **Vanilla Almond Cream:** Good.
- **Vanilla Coconut Cream:** Good.
- **Maple Nut cream:** Fondant: Good, lacked flavor.

Number of Pieces: 64.

Assortment: Very poor.

Remarks: This candy is not up to the one dollar a pound standard. The creams all lacked flavor and were pasty. Most all were hard and dry. The top layer made a poor appearance, most of the pieces broken and in one end of the box. A box of this size needs a well planned divider, one that will keep the pieces in place. A liner is needed. Packing and manufacturing of candy need considerable checking up.

Code 5B 34

Assorted Chocolates—1 lb.—$1.50
(Purchased in New York City.)

Appearance of Package: Good.

Box: Gold, black seal embossed in center; cellophane wrapper and sealed with gold seals on ends. Attractive and distinguished looking.

Appearance of Box on Opening: Good.

Number of Pieces: 131.

Chocolate Coating: Dark.
- **Color:** Good.
- **Gloss:** Good.
- **Strings:** Good.
- **Taste:** Good.

Centers—
- **Spearmint or Cream:** Good.
- **Ginger:** Good.
- **Chocolate Parfeit:** Good.
- **Almonds:** Good.
- **Chocolate Caramel:** Good.
- **Vanilla Caramels:** Good.
- **Orange Creams:** Good.
- **Peppermint Cream:** Good.
- **Pecan Creams:** Good.
- **Filberts:** Good.
- **Lime Jellies:** Good.
- **Nut Caramels:** Good.
- **Lemon Creams:** Good.
- **Pistachio Nougats:** Good.
- **Brazils:** Good.
- **Hard Candy Chocolate Blossoms:** Good.
- **Raspberry Creams:** Good.
- **Pecans:** Good.
- **Coconut Creams:** Good.
- **Molasses Chips:** Good.
- **Solid Chocolate Pieces:** Good.
- **Wintergreen Creams:** Good.
- **Glace Cherries:** Good.
- **Half Dipped Almonds:** Not roasted enough.
- **Nut Butter Taffy:** Good.
- **Almond Paste:** Good.
- **Nut Nougats:** Good.
- **Buttercreams:** Good.

Assortment: Good.

Remarks: This is one of the best $1.50 boxes examined by the Clinic this year. Small pieces are not as popular as they were a few years ago. Quality of coating and centers was of the best, but the pieces being so small, the coating overcomes the taste of the centers. Suggest that the half dipped almonds be roasted and glazed before dipping, almonds tasted raw. Box was neatly packed and opened up very good for small pieces.

Code 5C 34

Assorted Chocolates—1 lb.—$1.50
(Purchased in New York City.)

Appearance of Package: Good.

Box: Extension; black top with edges in deep pink, name reverse on white; tied with light yellow silk ribbon. Cellophane wrapper.

Appearance of Box on Opening: Good.

Chocolate Coating: Dark and light.
- **Colors:** Good.
- **Gloss:** Good.
- **Strings:** Good.
- **Taste:** Good.

Dark Coated Centers—
- **Pecans:** Good.
- **Almonds:** Good.
- **Filberts:** Good.
- **Pineapple Jelly:** Good.
- **Molasses Sponge:** Good.
- **Chocolate Caramel:** Good.
- **Vanilla Coconut Paste:** Good.
- **Belmont Coated Raspberry Cream:** Fair.
- **Molasses Chew:** Good.
- **Jelly Stick:** No flavor could be tasted.
- **Nougat:** Good.

Orange Cream: Lacked flavor.
Coffee Cream: Good.
Nut Butter Taffy: Good.
Vanilla Nut Caramel: Good.
Butterscotch: Good.
Cordial Pineapple: Good.
Cordial Cherry: Good.
Mint Marshmallow: Good.

Light Coated Centers—
Brazils: Good.
Walnuts: Good.
Nut Butter Taffy: Good.
Solid Milk Chocolate Pieces: Good.
Jordan Almonds: Good.

Number of pieces: 96.

Assortment: Good.

Remarks: This candy is not up to the $1.50 a pound standard. Some cream centers lacked flavor and cream was dry and hard. The jelly stick and a few more pieces need checking up. The flavors in most pieces are not up to standard. Candy in general needs a careful checking up.

Code 5D 34

Assorted Chocolates—1 lb.—$1

(Purchased in New York City.)

Appearance of Package: Good.

Box: Two layers; tapestry top with gold edges, name and seal embossed. Cellophane wrapper.

Appearance of Box on Opening: Good. In the center there was a small gold box packed with miniature pieces, around this box was larger chocolates in small trays. Well packed and different.

Chocolate Coating: Dark.
Color: Good.
Gloss: Good.
Strings: Good.
Taste: Good.

Miniature Chocolates in Small Box—

Number of Pieces: 27.

Centers—
Maple Coconut Cream: Good.
Sponge Chip: Good.
Filberts: Good.
Lime Jelly: Good.
Molasses Sponge: Good.
Peppermint Cream: Good.
Chocolate Hard Candy Sponge: Good.
Nougat: Good.
Vanilla Caramel: Good.
Chocolate Caramel: Good.
Wintergreen Cream: Good.
Coffee Cream: Good.
Glace Cherries: Good.
Orange Cream: Good.
Pistachio Cream: Good.
Pistachio Nougat: Good.
Blanch Almond Half Dipped: Good.
Raspberry Cream: Good.
Chocolate Parfait: Good.
Almond Paste: Good.
Vanilla Caramel: Good.

Large Chocolates: About 40 count pieces.

Number of Pieces: 34.

Centers—
Lime Nut Jelly: Good.
Caramallow: Good.
Nut Butterscotch: Good.
Lemon Sponge: Good.
Raspberry Cream: Good.
Caramel, Vanilla: Good.
Vanilla Nut Cream: Good.
Lemon Cream: Good.
Coffee Cream: Good.
Peppermint Cream: Good.
Double Almond: Good.
Brazils: Good.
Butterscotch: Good.
Almond Glace: Good.
Pistachio Nougat: Good.
Molasses Sponge: Good.
Double Filbert: Good.
Brazil Taffy: Good.
Maple Marshmallow and Walnut: Good.
Vanilla Nut Fudge: Good
Vanilla Nut Caramel: Good.
Vanilla Buttercream: Good.
Maple Nut Cream: Good.
Peppermint Cream and Jelly: Good.
Pecans: Good.

Assortment: Good.

Remarks:. This is one of the best $1.00 boxes of chocolates examined by the Clinic this year. The candy is well made, neatly put up and of good quality. Assortment was large and well planned. Flavors in centers were very good.

Code 5E 34

Assorted Chocolates and Candies —1 lb.—$1

(Purchased in New York City.)

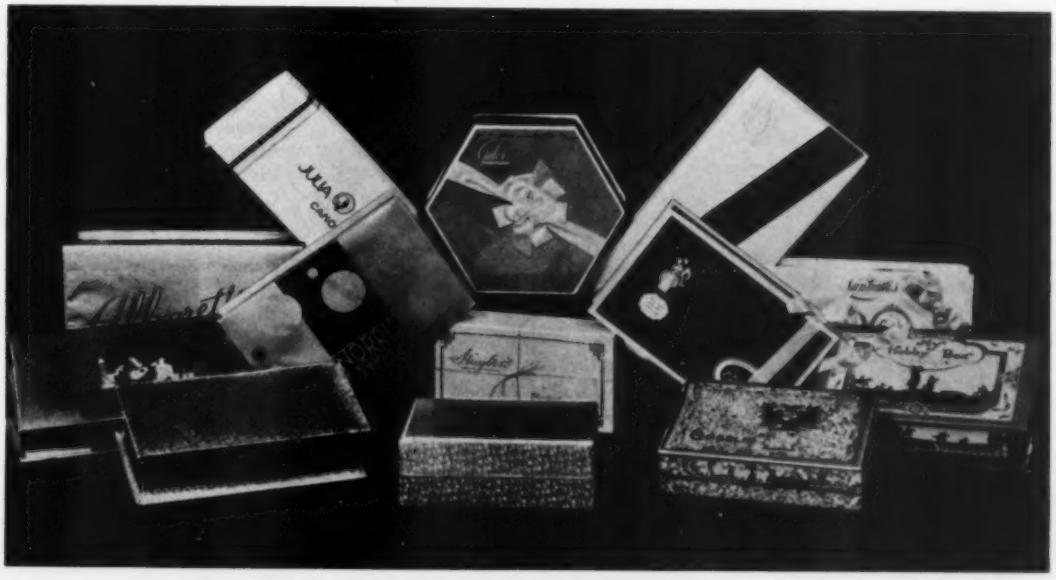
Appearange of Package: Good. Attractive looking.

Box: Extension, silver printed in black and red. Cellophane wrapper.

Appearance of Box on Opening: Good.

Chocolate Coating: Light and dark. Good.
Colors: Good.
Gloss: Good.
Strings: Good.
Taste: Good.

Dark Coated Centers—
Chocolate Nougat: Good.
Vanilla Caramel: Good.
Molasses Plantation: Good.
Hard Candy Buttercup: Good.
Vanilla Nut Caramel: Good.
Nut Taffy: Good.
Caramallow: Good.



Pecans: Good.
Coconut Buttercup: Good.
Almonds: Good.
Brazils: Good.
Round Chips: Good.
Foil Cup Tingling: Good.

Milk Chocolate Coated Centers—
Caramel: Good.
Molasses Coconut: Good.
Vanil'a Coconut Paste: Good.
Foiled Peppermint Sticks: Good.
Half Dipped Hard Candy Stick: Good.
Half Dipped Caramels: Good.
Half Dipped Nougat: Good.
Jordan Almonds: Good.

Assortment: Good; 54 chocolates, 4 Jordan Almonds.

Remarks: This is a good one dollar box of candy. The quality is good, packing, etc., are attractive. Suggest a different paper be used on the silver divider on the top layer as the silver dust came off and was on all the pieces. The consumer may not know where the silver dust comes from and may spoil the sale of future boxes.

Code 5F 34

Assorted Chocolates—1 lb.—$1.50

(Purchased in New York City)

Appearance of Package: Good.

Box: One-layer, extension bottom, white pebbled paper embossed in gold. Two bands of blue satin ribbon slanted across. Very attractive and different looking. Wrapper of white tissue, packed in carton. Outside wrapper gray band paper tied with gold cord. Well put up.

Appearance of Box on Opening: Good. 110 pieces, four foiled, two silver draggee top.

Chocolate Coating—
Color: Dark; good.
Gloss: Good.
Strings: Good.
Taste: Good.

Centers—
Glacé Cherry: Good.
Nut Taffy: Good.
Pistachio Nuts: Good.
Orange Peel: Good.
Maple Cream: Good.
Brazils: Good.
Vanilla Nut Cream: Good.
Draggee Top Tingling: Good'
Nut Jelly: Good.
Date: Good.
Pecans: Good.
Vanilla Cream: Good.
Almonds: Good.
Nut Nougat: Good.
Ginger: Good.
Candied Filbert: Good.
Glacé Pineapple: Good.
Butter Taffy: Good.
Vanilla Nut Caramel: Good.
Chocolate Gauach: Good.

Assortment: Good.

Remarks: This is a very attractive looking box of chocolates, something different. Candy is of good quality, neatly packed. One of the best packages of small chocolates the Clinic has examined for some time.

Code 5G 34

Assorted Chocolates—1 lb.—$1.50

(Purchased in New York City)

Appearance of Package: Good.

Box: Extension; golf scene printed in blue, gold, black on white background; ribbon in one corner; Cellophane wrapper.

Appearance of Box on Opening: Good.

Chocolate Coatings—
Colors: Dark and light; good.
Gloss: Good.
Strings: Good.
Taste: Good.

Dark Coated Centers—
Almonds: Good.
Chocolate Paste: Good.
Pink Jelly: Could not taste any flavor.
Vanilla Nut Caramel: Good.
Cordial Strawberry: Good.
Jelly: No flavor could be tasted.
Brazils: Good.
Cream Pineapple: Good.
Nougat: Good.

DUE to limited space, it is possible to include only a cross section of the goods available under the different types and classifications of candies brought to the Candy Clinic each month for examination. Partiality and discrimination play absolutely no part in our selections. Lesser known merchandise is sometimes given preference over merchandise that has already established itself favorably in the eyes of the consumer, and to that extent only can we be considered discriminatory.

Bearing this fact in mind it is evident that the market holds many excellent confections which never reach the Candy Clinic for examination. Such being the case, any opinion we might express in these columns as to the superiority or inferiority of any item analyzed, is in no sense a fair basis for comparison with any of the many other confections of the same type which do not happen to be among the items examined at that particular time. —Editor.

Cream Cherry: Good.
Foiled Wrapped Nougat: Good.
Foiled Wrapped Caramels: Good.
Foiled Wrapped Ginger: Good.
Milk Chocolate Centers—
Brazils: Good.
Bitter Taffy: Good.
Nut Mallow: Good.
Almonds: Good.

Assortment: Good.

Remarks: This is a good $1.50 box. The quality of the candy was good, packing and appearance were attractive. Suggest the jelly pieces be left out as Jap jelly is cheap candy and does not belong in a high-priced box; a good raspberry or apricot jelly would be good eating pieces.

Code 5H 34

Assorted Chocolates—1 lb.—$1.50

(Purchased in New York City)

Appearance of Package: Good.

Box: Extension; white background with old-fashioned scenes printed in colors; blue ribbon on corner; Cellophane liner.

Appearance of Box on Opening: Good; Cellophane liner.

Chocolate Coatings—
Colors: Dark and light; good.
Gloss: Good.
Strings: Good.
Taste: Good.

Centers of Dark Chocolate Coating—
Double Filberts: Good.
Peppermint Cream: Good.
Chocolate Paste: Good.
Molasses Stick: Good.
Jap Jelly: No flavor could be tasted.
Cordial Strawberry: Good.
Cream Pecan: Cream dry and hard.
Almonds: Good.
Nut Caramel: Good.
Brazils: Good.
Nut Nougat: Good.
Vanilla Caramel and Coconut Paste: Good.

Milk Chocolate Centers—
Pecans: Good.
Almonds: Good.
Filberts: Good.
Glacé Pineapple: Good.
Vanilla Caramel and Coconut Paste: Good.
Foiled Wrapped Caramels: Good.
Foiled Wrapped Nougats: Good.
Jordon Almonds: Good.

Assortment: Good.

Remarks: This is one of the best $1.50 boxes that the Clinic has examined this year. One unusual thing about this box is that both layers are exactly the same. The candy was of good quality, neatly packed. Suggest the Jap jelly pieces be left out of this assortment as they are cheap pieces of candy; if kept in the assortment

Clinic Schedule for 1934

Manufacturers Invited to Submit Samples

IN ANNOUNCING its schedule of the various types of candies to be analyzed and discussed by the Clinic each month during 1934, the MANUFACTURING CONFECTIONER invites candy manufacturers desiring an impartial appraisal of their samples to send two of each item to its publication offices, 1140 Merchandise Mart, Chicago, by the 10th of the month preceding the month each type is to be discussed. The retail price range should be mentioned. This service will be extended to subscribers without charge. Identifications are confidential.

Clinic schedule for 1934 is as follows: JANUARY—Holiday Packages; FEBRUARY—Hard Candies, 10c—15c—25c Packages Different Kinds of Candies; MARCH—Assorted 1-pound Boxes of Chocolate up to $1.00; APRIL—Easter Packages, Moulded Goods, Chocolate Bars; MAY—$1.25—$1.50—$2.00 Chocolates; JUNE—Marshmallows, Fudge, Caramels; JULY—Gums, Jellies, Undipped Bars; AUGUST—Summer Candies and Packages; SEPTEMBER—All Bar Goods, 5c numbers, 1c pieces; OCTOBER—Salted Nuts and Chewy Candies; NOVEMBER—Home Mades, Cordial Cherries, Panned Goods; DECEMBER—Best Packages and Items of Each Type Considered During Year; Special Packages, New Packages.

considerable more flavor is needed as no flavor could be tasted. Jordon almonds were a trifle too highly colored.

Code 5I 34

Assorted Chocolates—1 lb.—80c

(Purchased in New York City)

Appearance of Package: Good.

Box: White, embossed in gold, Cellophane wrapper, tied with gold cord.

Appearance of Box on Opening: Good.

Chocolate Coating—
- **Color:** Dark; good.
- **Gloss:** Good.
- **Strings:** Good.
- **Taste:** Good.

Centers—
- **Vanilla Creams:** Good.
- **Maple Pecan Cream:** Good.
- **Raspberry Jelly:** Good.
- **Date and Nut:** Good.
- **Walnuts:** Good.
- **Chocolate Cream:** Good.
- **Vanilla Caramel:** Good.
- **Almond Nougat:** Good.
- **Brazils:** Good.
- **Vanilla Coconut Paste:** Good.
- **Chocolate Caramel:** Good.
- **Raspberry Cream:** Good; color too deep.
- **Caramallow:** Good.
- **Lemon Cream:** Good.
- **Molasses Plantation:** Good.
- **Filbert Cluster:** Good.
- **Almonds:** Good.
- **Molasses Sponge:** Good.
- **Marshmallow Jelly:** Good.
- **Coffee Cream:** Good.
- **Date:** Good.
- **Nut Blossom:** Good.
- **Peanut Cluster:** Good.
- **Orange Cream:** Good.
- **Nut Paste and Chocolate Cup:** Good.

Assortment: Good.

Remarks: This is a good 80c box of chocolates.

Code 5J 34

Assorted Chocolates—1 lb.—$1.50

(Purchased in New York City)

Appearance of Package: Neatly put up but not the right type of top for a $1.50 box. A trifle gaudy for a high-class box.

Box: Extension, colored in red, black, green, blue, silver and gold. Cellophane wrapper.

Appearance of Box on Opening: Very good; Cellophane liner. Box well packed and planned.

Chocolate Coating—
- **Color:** Dark; good.
- **Gloss:** Good.
- **Strings:** Good.
- **Taste:** Good.

Centers—
- **Almonds:** Good.
- **Cashews:** Good.
- **Vanilla Nut Caramel:** Good.
- **Nut Taffy:** Good.
- **Cream Pineapple:** Good.
- **Coconut Paste and Caramel:** Good.
- **Vanilla Buttercream:** Good.
- **Hard Candy Buttercup:** Good.
- **Walnuts:** Good.
- **Raisins:** Good.
- **Coffee Cream:** Good.
- **Chocolate Caramel:** Good.
- **Cordial Cherry:** Good.
- **Mint Hard Candy:** Good.
- **Chocolate Buttercream:** Good.
- **Vanilla Coconut Paste:** Good.
- **Coconut Cream:** Good.
- **Vanilla Marshmallow:** Good.
- **Chocolate Parfait:** Good.
- **Molasses Hard Candy Puff:** Good.
- **Pecans:** Good.
- **Walnuts:** Good.
- **Brazils:** Good.

Undipped Pieces—
- **Wax Paper Wrapped Nougat:** Good
- **Foil Wrapped Nougat:** Good.
- **Cellophane Wrapped Caramels:** Good.
- **Jordon Almonds:** Good.

Assortment: Good; 83 pieces of chocolate, 8 Jordon almonds, 4 gold foiled pieces, 2 Cellophane wrapped pieces.

Remarks: The quality of the candy, packing and layout is one of the best of the $1.50 boxes that the Clinic has examined this year. Box top is too gaudy for a high-priced box. Suggest a top with softer colors, no figures or scene; a plain, striking design that has soft colors with some gold makes the best looking high-class top. While this top is, no doubt, expensive, it is not the type of a top for a $1.50 box.

Code 5K 34

Assorted Chocolates—1 lb.—$1.50

(Purchased in a drug store, Boston, Mass.)

Appearance of Package: Good.

Box: Hexagon shape, light blue with gold seal, tied with white silk ribbon. Cellophane wrap.

Appearance of Box on Opening: Good.

Chocolate Coating—
- **Colors:** Dark and light; good.
- **Gloss:** Good.
- **Strings:** Good.
- **Taste:** Dark chocolate, good; light chocolate, poor.

Dark Coated Centers—
- **Buttercream:** Good.
- **Nut Taffy:** Off taste.
- **Pecans:** Good.
- **Vanilla Caramel:** Good.
- **Walnuts:** Good.
- **Vanilla Marshmallow:** Fair.
- **Butterscotch:** Good.
- **Nut Cream:** Fair.
- **Grape Jelly:** Fair.
- **Lemon Cream:** Fair.
- **Orange Cream:** Fair.
- **Filberts:** Good.

Chocolate Cream Stick: Fair.
Hard Candy Blossom: Fair.
Lime Jelly: Poor.
Raspberry Cream: Good.
Peppermint Cream: Good.

Light Coated Centers—
Chocolate Cream Stick: Fair.
Lemon Cream: Good.
Caramallow: Fair.
Walnuts: Good.
Coffee Cream: Good.
Filberts: Good.
Almonds: Good.
Vanilla Cream: Good.
Vanilla Marshmallow: Fair.
Foil Cup Solid Chocolate: Fair.

Number of Pieces: 89.
Assortment: Good.
Remarks: This box is not in the $1.50 a pound class. Quality of coatings and centers is in the 50c class. Better chocolates can be had at 50c the pound. Considerable checking up is needed on the centers. The light coating is a very cheap tasting coating; dark coating is not in the $1.50 a pound class.

Code 5L 34
Assorted Chocolates—1 lb.—65c

(Purchased in Chicago, Ill.)

Appearance of Package: Good.
Box: One-layer, buff color, embossed in black, black and green stripes, Cellophane wrapper.
Appearance of Box on Opening: Fair. A number of pieces were broken.
Number of Pieces: 36.

Chocolate Coating—
Colors: Light and dark; good.
Gloss: Good.
Strings: Fair.
Taste: Good for this priced candy.

Dark Coated Centers—
Molasses Chips: Good.
Brazil: Good.
Molasses Plantation with Black Walnuts: Good.
Maple Cream: Good.
Vanilla Nougat: Good.
Peppermint Cream: Good.
Vanilla Caramel: Good.
Vanilla Coconut Paste: Good.
Filbert Cluster: Good.
Pink Nougat: Too much color.
Vanilla Coconut Cream: Good.
Chocolate Cream: Good.
Butterscotch: Good.
Apple Jelly: Good.
Peanut Butter Blossom: Good.
Cinnamon Hard Candy Stick: Good.
Lemon Cream: Good.
Mint Cream: Good.

Light Coated Centers—
Pineapple Jelly: Good.
Peanut Butter Blossom: Good.
Cinnamon Hard Candy Stick: Good
Black Walnut Cream: Good.
Butterscotch: Good.
Butter Taffy: Good.
Orange Cream: Good.
Vanilla Caramel: Good.
Tingling: Good.
Vanilla Nougat: Good.
Vanilla Coconut Cream: Good.
Molasses Plantation: Good.
Chocolate Cream: Good.

Assortment: Good.
Remarks: This is a good box of chocolates at the price of 65c. Suggest a divider be used that will keep the pieces in place as a number of pieces were broken. The vanilla coconut cream tasted as if too much egg were used.

Eric Lehman Chats on

$1.25 and $1.50 Chocolates

IT is surprising to see the difference in quality in the various grade chocolates that are selling today for $1.50 per pound. The chocolates in some of these boxes are actually in the fifty-cents a pound class. In fact, if the nut pieces were taken out of some of the packages, the balance of the box would not be as good as fifty-cent chocolates. The pieces in many of these boxes were smaller and had fancy strings, but the quality was poor.

Again, we find some bang-up $1.50 packages of chocolates. These contain quality candy, are well packed, and the boxes themselves are attractive and high-class.

Raw materials are still cheap, and a bang-up box of fine quality chocolates can be made at the price of $1.50 the pound. When the consumer pays $1.50 for a pound of chocolates, he certainly expects a box of quality candy and he is entitled to the best that can be manufactured at this price.

Light coatings that look like milk chocolates do not belong in a $1.25 or $1.50 box. These coatings do not taste like milk chocolate.

Flavors in centers unfortunately seem to be a secondary thought. Regardless of how good your centers may be, they will not be good unless good flavors are used, and enough put in a batch so that it can be tasted. We find pieces that are tasteless, and some with very cheap flavors. This is a mistake in any kind of candy, but especially inexcusable in high grade confectionery.

Cream centers in a number of cases were "pasty," and then some were hard and dry. The consumer will buy cream centers if they are made right and have a good flavor. Here and there we find some good cream centers, but, as a rule, they are poor eating candy. Check up your cream centers, there is no secert about making good cream centers.

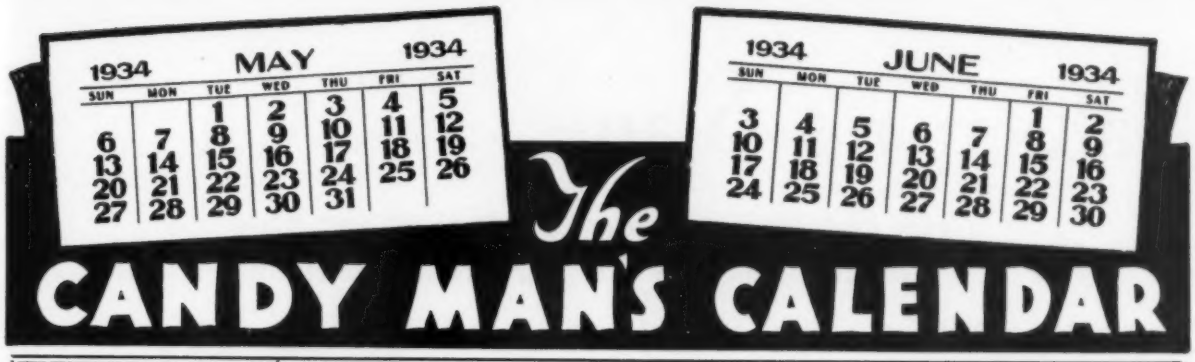
Jellies and starch paste centers are "good eating," if made right, but most of them in these boxes are the poorest kind of candy. The nougats in many cases "eat" like a vanilla chewey taffey, and are tasteless.

Look over your $1.25 and $1.50 chocolates. See if the assortment is right, also that the centers are of the best quality and manufactured right. If you expect repeat orders on this priced candy, it will have to be a bang-up box of chocolates or it will not last long.

Jobber Code Authority Members Elected

THE following wholesalers were elected to serve on the Code Authority for the Wholesale Confectionery Industry on April 29, in Washington, D. C.:

A. D. Caldwell, Meriden, Conn.
Oscar Everitt, Jackson, Miss. (non-member).
Allen L. Gerberich, Chicago, Ill.
Martin Greenstein, Philadelphia,
M. W. Hutchinson, Cambridge, Ohio.
C. E. Morgan, Asheville, N. C.
H. E. Thompson, Tacoma, Wash. (wagon-jobber).
Joseph M. Weber, New York City, N. Y.
E. H. Wilson, Kansas City, Kan.



The CANDY MAN'S CALENDAR

May

5th Month
31 Days | 4 Saturdays | 4 Sundays

Day of Month	Day of Week	EVENTS
1	Tu	American Dry Milk Institute annual meeting, Chicago, Ill.
2	W	Monthly meeting Retailers Confectioners' Assn. of Philadelphia, Inc., Turngemeinde Hall, 1706 North Broad St., Philadelphia.—Weekly meeting (every Wednesday evening) Merrimac Valley Wholesale Candy Jobbers' Assn., Y. M. C. A., Lawrence, Mass.—Weekly meeting Colorado Confectioners' Association, Chamber of Commerce, Denver (every Wednesday).—Monthly meeting Southern N. E. Wholesale Confectioners' Assn., Inc., Remington Hall, Y. M. C. A., Fall River, Mass.
3	Th	Weekly meeting Westchester County Candy Jobbers' Assn., Jewish Community Centre, Yonkers, N. Y.—Monthly meeting Cincinnati Candy Jobbers' Assn., Grand Hotel, Cincinnati.—Weekly meeting Keystone Jobbing Assn., Chamber of Commerce Bldg., Scranton, Penn. (Weekly, 7:30 p. m.)
4	F	Annual meeting of the American Institute of Refrigeration, Washington, D. C.—Weekly meeting Utah Manufacturers' Assn. (each Friday), Salt Lake City, Utah.—Monthly meeting Falls Cities Confectioners' Club, Louisville, Ky.
7	M	National Premium Exposition and Convention. Palmer House, Chicago.—Monthly meeting the Candy Production Club of Chicago, De Met's, 1 N. LaSalle St., Chicago.—Monthly meeting Central N. Y. Candy Jobbers, Hotel Syracuse, N. Y.
8	Tu	Monthly meeting Chicago Candy Club, Medinah Michigan Ave. Club, Chicago.—Monthly meeting Conf. Buying Assn., 17 E. Austin Ave., Chicago.
9	W	Monthly meeting Manufacturing Confectioners of Baltimore, Hotel Emmerson, Baltimore, Md.
12	Sa	Monthly meeting Kansas City Candy Club, Pickwick Hotel, Kansas City, Mo., in the evening.
13	Su	Mother's Day. Candy is the ideal gift.
14	M	Semi-annual meeting American Institute of Chemical Engineers, Waldorf-Astoria, New York N. Y.
15	Tu	Monthly meeting of Candy Executives' and Asst'd Industries Club, St. George Hotel, 51 Clark St., Brooklyn.
17	Th	Monthly meeting the New York Candy Club, Inc., Masonic Temple, N. Y. C.—Bi-monthly meeting Assn. of Mfrs. of Conf'y and Chocolate of State of N. Y., Pennsylvania Hotel, N. Y. C. (middle and last of month).—Monthly meeting Utah-Idaho Zone Western Confectioners' Assn., Salt Lake City, Utah.
19	Sa	American Institute of Chemists, Atlantic City, N. J.
21	M	Election of Code Authority for the Candy Manufacturing Industry (if Code has been approved, otherwise postponed), at N. C. A. Headquarters, Chicago, Ill.
24	Th	American Management Association, New York, N. Y. (also Chicago, Boston and Pittsburgh).—Monthly meeting of Mfrs. of Conf'y and Chocolate of State of N. Y., Pennsylvania Hotel, New York.—N. J. Wholesale Confectioners Board of Trade, Hotel Douglas, N. J.
26	Sa	Monthly meeting the Pittsburgh Candy Club, Pittsburgh, Penn.
30	W	Decoration Day.

June

6th Month
30 days | 5 Saturdays | 4 Sundays

Day of Month	Day of Week	EVENTS
1	F	Weekly meeting Utah Manufacturers' Assn. (each Friday), Salt Lake City Chamber of Commerce, Salt Lake City, Utah.—Monthly meeting Falls Cities Confectioners' Club, Louisville, Ky.
4	M	Monthly meeting the Candy Production Club of Chicago, DeMet's, 1 N. LaSalle St., Chicago.—Monthly meeting Central N. Y. Candy Jobbers, Hotel Syracuse, N. Y.
6	W	Monthly meeting Retailers Confectioners' Assn. of Philadelphia, Inc., Turngemeinde Hall, 1705 North Broad St., Philadelphia.—Weekly meeting (every Wednesday evening) Merrimac Valley Wholesale Candy Jobbers' Assn., Y. M. C. A., Lawrence, Mass.—Weekly meeting Colorado Confectioners' Association, Chamber of Commerce, Denver (every Wednesday).—Monthly meeting Southern N. E. Wholesale Confectioners' Assn., Inc., Remington Hall, Y. M. C. A., Fall River, Mass.
7	Th	Weekly meeting Westchester County Candy Jobbers' Assn., Jewish Community Centre, Yonkers, N. Y.—Monthly meeting Cincinnati Candy Jobbers' Assn., Grand Hotel, Cincinnati.—Weekly meeting Keystone Jobbing Assn., Chamber of Commerce Bldg., Scranton, Penn. (Weekly, 7:30 p. m.)—Associated Retail Confectioners' Annual Meeting, Hotel Waldorf-Astoria, New York City (7th to 9th).
8	F	Annual Convention of Confectionery, Biscuit & Chocolate Industries of Canada, Montreal.
9	Sa	Monthly meeting Kansas City Candy Club, Pickwick Hotel, Kansas City, Mo., in the evening.
11	M	Annual Convention and Exposition, National Confectioners' Assn., Hotel Waldorf-Astoria, New York City (11th to 15th).
12	Tu	Monthly meeting Chicago Candy Club, Medinah Michigan Ave. Club, Chicago.—Monthly meeting Conf. Buying Assn., 17 E. Austin Ave., Chicago.
13	W	Monthly meeting Manufacturing Confectioners of Baltimore, Hotel Emmerson, Baltimore, Md.
14	Th	Flag Day.
17	Su	Father's Day.
19	Tu	Monthly meeting of Candy Executives' and Asst'd Industries Club, St. George Hotel, 51 Clark St., Brooklyn.
21	Th	Monthly meeting the New York Candy Club, Inc., Masonic Temple, N. Y. C.—Bi-monthly meeting Assn. of Mfrs. of Conf'y and Chocolate of State of N. Y., Pennsylvania Hotel, N. Y. C. (middle and last of month).—Monthly meeting Utah-Idaho Zone Western Confectioners' Assn., Salt Lake City, Utah.
26	Tu	Monthly meeting Candy Square Club of N. Y. City, Inc., Hotel McAlpin, New York City.
28	Th	Monthly meeting of Mfrs. of Conf'y and Chocolate of State of N. Y., Pennsylvania Hotel, New York.—N. J. Wholesale Confectioners Board of Trade, Hotel Douglas, N. J.
30	Sa	Monthly meeting the Pittsburgh Candy Club, Pittsburgh, Penn.

Salesmen's Slants . . .

News and Personals from the Men on the Road
A Monthly Feature by Franklin, Heiser, Hoffmann

C. RAY FRANKLIN, ***Speaking from Kansas City***

THE Zone meeting of the jobbers for the following zone, Missouri, Kansas, Oklahoma and Texas was held Sunday, April 22, at Kansas City, Mo., at the Kansascitian Hotel where a good attendance was present. The special meeting was called for the purpose of designating electors to go to Washington on Sunday, April 29, to elect the Code Authority of nine members for the wholesale confectioners of the country. The following members were chosen as electors from the Zone: E. H. Wilson, Kansas City, Kan.; S. L. Bacon, Abilene, Texas; Kenneth Ward, Chickasha, Okla., for the service jobbers, and C. E. Lau, Kansas City, for the wagon jobbers. This meeting was one of ten held in different parts of the country for this purpose.

You have all heard of the Mardi Gras, Rodeo, 101 Wild West Ranch and Parker's Carnival Co., I am sure. Let me tell you right here, and I mean it, that Beselin, Inc., one of Omaha's leading tobacco and candy jobbers, made them all look sick for real entertainment a short time ago when they staged their 50th anniversary celebration at their store building in Omaha. Fifty years is a long time to operate any business under one name, so I don't blame them for celebrating. They invited retailers and wagon men, also salesmen from all over their territory to meet with them and enjoy themselves.

John Murphy, who represents Fair Play Caramels out our way, left his car in St. Louis a few days ago and went to Kansas City on the train to stay a few hours and sell a car of bats. Upon arriving at the station in Kansas City the taxis were all tied up—the two of them—so John, being in a great hurry, boarded a street car. The car, as usual, was filled to capacity, but John edged his way into the rear vestibule. He had been standing only a few seconds when an irritable lady next to him remarked: "Stop pushing, can't yer?" "I ain't pushin'!" replied John, "I only sighed."

Hope John doesn't see this one!

Howard Blalock, who represents the Consolidated factories of The National Candy Co., St. Louis, and who travels in Illinois and Wisconsin, met your reporter a few days ago in Decatur and could hardly wait to tell me the following.

Coming into Decatur shortly after dark Howard noticed a car parked along the slab, so he said, and thinking that possibly he might be of some assistance to a fellow traveler stopped and inquired: "What is the trouble; got a flat tire?" "No!" came the reply, "if she was I wouldn't take her out!" Howard said he hesitated no longer.

C. Ray Franklin
Kansas City, Mo.

I saw Ross Fairman, of Chicago, who represents the Massachusetts Chocolate Co., Boston, in Illinois, a few days ago. It had been some time since I had seen Ross, so I asked him for some news items. "I haven't any news items," replied Ross, "but I can give you a few good citations." So here they are:

"Hot air is all right but see that it is well compressed before you use it.

"Don't stand with your back to the sun and grumble at the shadows.

"We increase our wealth when we lessen our desires."

Not so bad from a candy peddler, is it?

I saw Tom Morton, that well known gum manufacturer of Kansas City, Mo., who operates the Morton Gum Co., and has for about twenty years. Tom is manufacturing a new mint type tablet or wafer which he says will absolutely kill the odor of liquor or tobacco on one's breath. He advised me that this item was being accepted 100 per cent by retailers, as well as jobbers where it had been shown, and that, once placed, repeats come in regularly.

The Douglas Candy Co., St. Joseph, Mo., has made almost a complete change of its bar items, has added some new items, and has dressed up all the better old items in its bar line in a very attractive line of new wrappers—foil with printing in various colored hues.

Frank Conway, who travels in Illinois for The Williamson Candy Co., makers of that well known bar—oh! you all know the name—told the following story to your humble servant a few days ago in St. Louis, so here it goes:

Preacher: "I spent a very enjoyable vacation in the Adirondacks. The first day I shot two bucks."

Old Sport (absentmindedly): "Win anything?"

C. R. F.

Sydney Z. Hoffmann
Sales Representative,
Luden's, Inc.

SYDNEY Z. HOFFMANN, *Speaking from Chicago*

HERE'S a few lessons I've learned: That you meet the same people going up the ladder as you do coming down; that it doesn't cost one penny to be nice; that most of the trouble we have we cause ourselves; that it always pays to be honest—it pays big dividends; that candy is only as good as the manufacturer cares to make it; that kids buy candy the first time from eye appeal, then from how good it tastes; that there are only two ways to do things—the right way and the wrong way, but the wrong way is usually the easiest; that an auto won't run without gasoline (I found it out recently); that when you try to cheat someone, it's usually yourself; that you can only pay bills out of profits, and stay in business; that hotels and hotel dining rooms don't know the war ended sixteen years ago; that jails are filled mostly because the people inside try to get money without an honest day's work (it can't be done, mine friends).

Here are a few things I'd like to see happen again: The candy jobbers all make a legitimate profit; all jobbers smile once again; when you ask someone "how's business?" he'll say, "great"; everyone in the candy business practice "love thy neighbor"; when a salesman called on a jobber he'd be more than welcome; salesmen's commission advanced a few per cent; discount taken only when earned, thus saving the salesmen on the job the trouble of trying to collect it.

I would like to go to a movie again for 5 cents; would like to travel and get a good hotel with 3 meals and a good bed all for $2.50 a day; buy a big stein of beer and a lunch for a nickel; would like to go to bed with the alarm clock set at 5 a. m., and when it rings kick it off the table.

If you would like to add a few more things to this list, let me know and we'll tell the boss about it.

Here's congratulations to Allen L. Gerberich of Oak Park, Ill., on being selected on the Wholesalers' Code Authority for Zone 7. Personally, I don't think a better selection could have possibly been made, for a number of reasons. To begin with, Mr. Gerberich is honest, fair and just and would prefer to give you a dollar rather than take a penny from you. He knows the trouble the jobbers are having trying to make both ends meet. He will be a blessing to the smaller jobber because he was a small jobber once himself—and they can look to him for council and good advice. He has been a credit to the candy industry and he will be a credit to the seventh zone.

I do not know of a better time or place to hand an orchid to Emil Kellner of E. Kellner & Co., of Rockford, Illinois, than now. This gentleman (and he is a gentleman of the highest type) has spent hours, days, weeks, and months in this state to try and bring the Illinois jobbers together so they can better their own conditions, and he has succeeded because he is unselfish and does not suggest to any jobber any thing he would not suggest to his own organization. Mr. Kellner's slogan is unity, honesty, and friendly cooperation. We all know—or should—that a house or candy association divided must fall.

Joe Kenworth, secretary of the Chicago Candy Club, tells me that the new membership cards are now ready for mailing but no one will get one until dues are paid in full. Atta boy, Joe!

In case you don't know, the Chicago Candy Club will have a permanent headquarters by June 1—club rooms and every thing at no extra cost. That's what I call progress!

Called on Karmel Candy Co., Milwaukee, Wis., the other day and have they a swell place! No more putting your samples on the show case or trying to sell a dozen people who just happen to be on hand. Mr. Hozoff now invites you into his private office where ample space is provided for trays and samples. Then, big boy, it's up to you to do your stuff.

Last month in my column I wondered what happened to the advertising of the candy bars—and lo and behold—Clark Bar has now made its appearance in the Chicago daily rags. I hope my suggestion had a part in your decision to start Clark Bar on the way up. If your local man, Danny Cornblum, has anything to do with it, success is in the bag, as Danny is a go-getter. Good luck to you both.

Art Fest, of C. N. Miller & Co., had been walking around Chicago with a 104 fever, but finally it got him and he decided to call a Doc, who put him to bed for a while. Here's hoping, Art, you will be out soon—and here's another thing, don't be so tight the next time and give the Docs a chance to make a buck.

See you next month!—S. Z. H.

GEORGE J. HEISER. *Speaking from Atlantic City*

George J. Heiser
Sales Representative,
American Caramel Co.

I HAVEN'T Ed Ted Clark's ability to write mystery stories.

Nor R. R. DeRosia's cute smile.

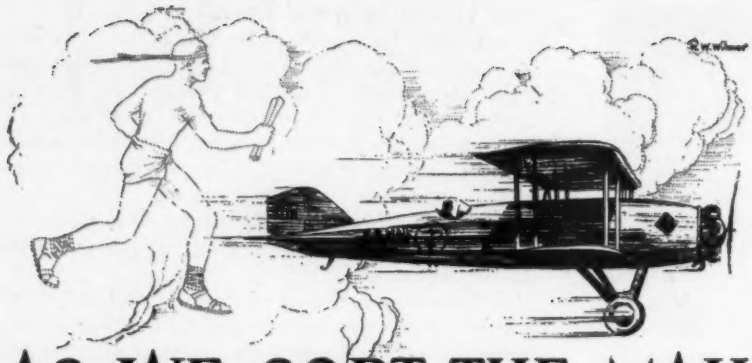
I haven't ever met Herb Sire when he wasn't making a big noise.

Nor Wilde Miller when he wasn't writing them up in car lots.

I haven't Glenn Ulrich's funny mustachio.

Nor do I have Lew "Bunky" Berke's big heart.

(*Turn to page* 54)



AS WE SORT THE MAIL

Questions addressed to this department will be answered by us from month to month. Readers are invited to make this a forum for informal discussion of subjects of general interest to the candy industry.—The Editor.

A British Article

Dear Editor:

"In a recent issue of your journal there appeared an abstract of an article on 'Starches of Commerce.' Your reference was as follows: 'T. E. Wallis, Pharm. J., Vol. 131, page 396-7,' presumably in the Pharmaceutical Journal of the United States. As we are interested in seeing this article, could you please give us the address of the journal concerned?"

Reply—

The reference you question is Pharmacentical Journal, published by Pharmacentical Society of Great Britain, 23, Bloomsbury Square, London, W. C. A., England. The cost per issue is 1.s.1.d.

We Revamp a Package

To the Editor:

"It so happens that we are working on a new box. The wrappers are not finished, but we would like to have a suggestion from you as to the packing of the two trays as to what kind of dividers should be used.

"We are taking the liberty of mailing you a box and would appreciate your suggestion as to how the two trays should be packed."—Pennsylvania.

Reply—

We returned to you yesterday your box of chocolates, which you submitted for our suggestions on tray arrangement and dressing up the package anew.

We have repacked the entire box, as you will probably observe, and in so doing we used only the original pieces. You will probably notice, however, that we did make a little change in the decoration on the pudding in the center of the top tray. We felt that the strawberry colored wafer, or whatever it was, did not properly enhance the attractiveness of that particular piece. It seemed to us to detract from its quality appearance. We therefore removed this and substituted a pistachio in its place. This is only a suggestion and in case you prefer you might use a dragee there.

In our opinion the package needs a little more life; it looks a little dead even after rearrangement. Possibly you might want to include another foil piece or so, or a couple of pieces decorated with dragees, or something along that line to liven it up somewhat more.

You will find small dividers in the top trays, but none in the bottom, as the compactness of the pieces in their cups seemed neither to give room, nor to require dividers in the bottom of the box. Of course, this is optional with you in case you wish to include them. We did include wadding in both the lower and upper trays.

We felt that the wadding which we have used adds a fine quality appearance as well as functioning in a protective capacity. We took the package to the Chicago office of the company and selected this particular padding.

Now, in regard to your inquiry for suggestions upon the new design of your wrapper. If you really want a wrapper with individuality of its own and a modern appeal, with merchandising power sufficient to increase your sales on this particular item, we would suggest that you get in touch with a good package designer. In the long run this is the most economical plan in developing a new package. Oftentimes a manufacturer feels that he can get a design for nothing from his box maker, but we all know that in actuality we all get just what we pay for, and box makers are not philanthropists any more than the rest of us.

We would recommend that you write to Mr. ———. He is a very outstanding package designer and has done some striking candy boxes which have been very successful.

We hope that these suggestions may be of some service and in case you have any further questions we shall be very happy to have you submit them. There were more than seven people who worked on this package and each was an authority in his own field.

After you have completed this interesting job we would like very much if you would extend us the courtesy of sending us one of the finished packages so that we can see how it has turned out. In the meantime if you would like to submit this or any other package again, we assure you they will be most welcome.

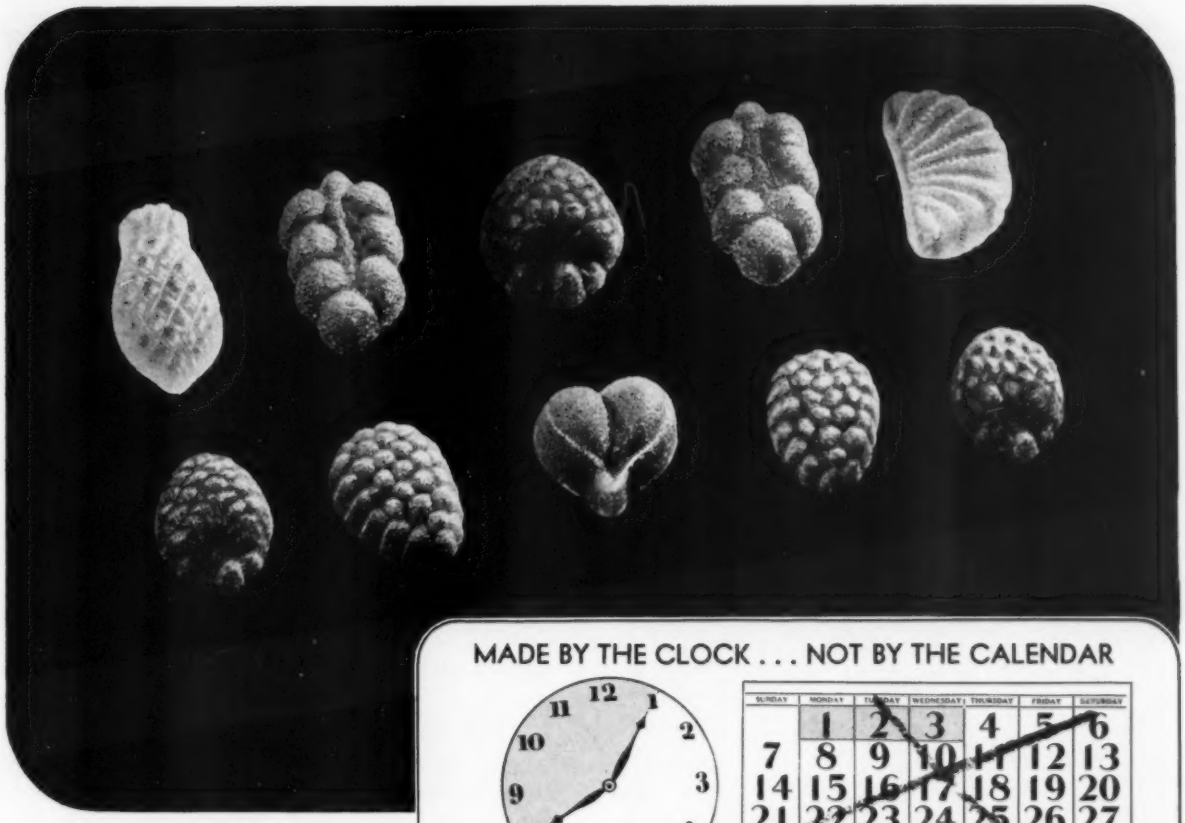
Values Candy Clinic

Dear Editor: This is to acknowledge your notation of March 30th with regard to Code No. "3 R 34."

We are very happy to have received your criticism, and in the instance of the ———— have taken out color in considerable quantities, and have changed it to a pastel green instead of a dark green.

This type of good work that your clinic carries on should be appreciated more by the manufacturer than it probably is. We are most grateful to you for calling this to our attention.—Massachusetts.

"We are pleased to say that we have found the book, 'The Problem of Chocolate Fat-Bloom,' by Robert Whymper, very interesting and instructive."—England.



Tart-Fruit-Flavored Pieces Mean Bigger Summer Sales

. . . and you can add any desired degree of tartness for flavor to Exchange Citrus Pectin confectioners' jelly batches without affecting its performance or the keeping qualities of the finished candies. Send for free samples, formulas.

●

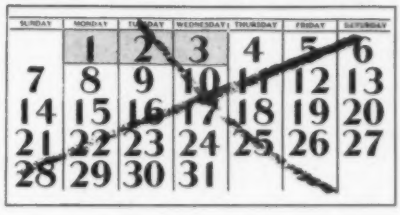
Everyone wants refreshing, tart-fruit flavors in summer candies.

So this month's pieces from the Exchange Experimental Candy Factory demonstrate the unique *acid-tolerance* of Exchange Citrus Pectin. You can make jelly pieces and gum type goods *as tart as you wish* and still get 100% performance!

Crystallized, sanded or iced, they have quality in keeping with expensive assortments, yet you can offer generous 5-cent, 10-cent and bulk packs *and have plenty of margin to spare.*

Exchange Citrus Pectin pieces sell and repeat because they have these:

MADE BY THE CLOCK . . . NOT BY THE CALENDAR



Exchange Citrus Pectin Pieces congeal firmly in a few hours after they have been cast into starch moulds or poured onto the slab. Then the candies may be removed from the starch or cut into desired shapes and finished the same day. You get a day's run of candies out in a day. And you need no drying room or extra equipment.

7 MAJOR ADVANTAGES

1. Greater clarity, more sparkle
2. Truer taste
3. Greater naturalness
4. More refreshing flavor
5. Added tenderness
6. Lasting freshness AND
7. No need for drying room

FREE—Samples and Formulas

Send coupon immediately for these new Pieces-of-the-Month from the Exchange Experimental Candy Factory. Your name will also be placed on the list to receive all future developments.

Exchange

CITRUS PECTIN *for* CONFECTIONERS

CALIFORNIA FRUIT GROWERS EXCHANGE
Products Dept., Sec. 205, Ontario, Calif.

Send immediately samples and formulas of the Candies shown above. Also put me on the list to receive all the new developments of the Exchange's Experimental Candy Factory.

Name .....

Firm .....

Street .....

City ..... State .....

.....

WHAT'S NEW?

With *the* Associated Industries

Wolf Starch Conditioning System

THE Wolf Starch Conditioning System is one of the latest machines of this type on the market. The system is arranged with a six cylinder high drier and cooler which can be regulated to temperatures and moisture contents as desired for various candies. It is arranged with a special starch sifting reel which sifts all the starch through a 60 mesh screen.

Wolf starch conditioning system.

This system is arranged to work in continuous flow line with the mogul as follows: The starch is removed from the mogul underneath the dumper and after carrying the starch through the six cylinder high driers and coolers, it is elevated from that point to the special reel, which sifts the starch through a 60 mesh screen and deposits the starch on the top of the board. By this method the starch is at all times properly tempered and conditioned to moisture contents and temperatures desired.

Another special feature of this system is that it is started up from one point and the power consumption is very low.

Continental Paper & Bag to Churchill-Hall

Continental Paper & Bag Corporation, a Division of International Paper Co., New York, world's largest paper organization, have appointed Churchill-Hall, Inc., 200 Madison Ave., New York, to direct their advertising.

CONSOLIDATED PRODUCTS CO., Inc., machinery and equipment concern, have made alterations and extensions to their suite on the 20th floor of 15 Park Row, New York City, adding a number of

White-Stokes' Directors Elect New Officers

AT a recent meeting of the Board of Directors of White-Stokes Company, makers of numerous products for confectionery manufacturers, F. J. Lawrence was elected president of the concern. H. McKenna and J. W. Lawrence were chosen vice-presidents, and E. R. Holmes was named Secretary-treasurer. J. P. Hoek is assistant treasurer.

The new officers have been connected with the company for a great many years, according to a report issued, and they are considered well equipped to continue along the lines established by the founders of the organization.

Fritzsche Representative Dies

MR. J. D. ROCKAFELLOW, associated with Fritzsche Brothers, Inc., died April 6 at his home in San Antonio, Texas, after a brief illness, at the age of 59.

For some years Mr. Rockafellow had been associated with Wm. Bodebender of New Orleans, jointly representing Fritzsche Brothers, Inc., S. B. Penick & Co., and the Roessler & Hasslacher Chemical Co.

He is survived by a son, N. D. Rockafellow, also representing Fritzsche Brothers in the South, and two daughters, Cliftine and Katherine, his wife having died in February.

Felton Executive Back from Southwest

LOUIS GAMPERT, Vice-President of Felton Chemical Co., Inc., has just returned from an extended trip through the Southwest. He reports increasing business for his company in this territory, and a generally optimistic feeling for the future, particularly in Texas. Albert Albek, Manager of the Western Branch of Felton Chemical Co., located at 515 South Fairfax Ave., Los Angeles, Cal., came on to El Paso to meet Mr. Gampert to discuss various matters of policy.

Ungerer Appoints A. E. Dubey, Jr.

UNGERER & COMPANY, New York, announces the appointment of Alfred E. Dubey, Jr., as salesman in the New York Metropolitan district for their full line of essential oils, synthetic aromatic chemicals and perfume raw materials.

Mr. Dubey has had many years' experience in the selling field. He will contact the customers formerly handled by George R. MacDonald, recently transferred to the new Ungerer branch at Boston.

High-Quality Sanding . . . .

The Improved B-P Sugar Sander insures better sanding of your hard candies, gums or jellies. Improve your product and you improve your sales. Write for details.

Here is a machine that will fit so naturally into your production, and assure such an easy solution to your "sugar sanded" problems, you cannot afford to overlook an investigation of its many advantages.

Better, more attractive sanded goods without sacrificing production or high quality. A continuous process which increases output. Patented attachment helps r e c l a i m large amount of scrap produced in the mogul. Welded-steel construction—rigid, rugged, reliable and in every respect up to the high mechanical standard of all B a k e r P e r k i n s equipment. Corrosion resistant.

Built to please, and priced so that you can well afford to own it.

Baker Perkins Company, Inc.
General Offices and Factory
Saginaw, Michigan
Eastern Sales — 250 Park Avenue, New York

BAKER PERKINS

COMPLETELY ENGINEERED AND BUILT IN THE U. S. A.

NATIONAL

CERTIFIED FOOD COLORS

The COMPLETE LINE

BRILLIANT · UNIFORM · STABLE

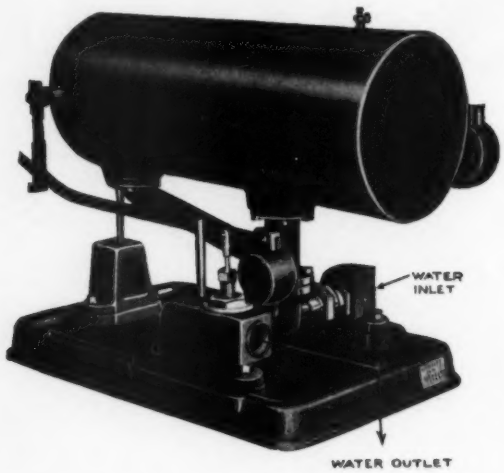
NATIONAL ANILINE & CHEMICAL COMPANY, INC
40 Rector Street New York

BOSTON PHILADELPHIA GREENSBORO PORTLAND, ORE
PROVIDENCE SAN FRANCISCO ATLANTA
CHICAGO CHARLOTTE CHATTANOOGA TORONTO
BRANCHES AND DISTRIBUTORS THROUGHOUT THE WORLD

FOOD COLORS

Nason Makes Detroit Steam Traps

THE Nason Manufacturing Co., New York, is now exclusively manufacturing the full line of "Detroit" Steam Traps, including the *Return, Vacuum, Combination,* and *Separating* Traps, and also the "Detroit" *Receiver.*



The "Detroit" not only traps condensed steam, but permits condensation to be turned into live steam with smallest possible use of fuel. Does not require lubrication; has only two valves, both in plain view and both may be packed without taking trap apart.

New Fumigant Passes Fire Underwriters

MALIUM gas, used for the fumigation of foods and materials subject to insect infestation, has been passed by the laboratories of the National Board of Underwriters as non-flamable and non-explosive, according to a recent announcement by Michigan Alkali Co.

Besides being non-explosive, malium is said not to be dangerous to human life and can be used with complete safety under all conditions of fumigation. Fumigation can be done without danger to occupants of adjacent rooms. Fumigation is also accomplished without use of gas-masks.

Although malium gas is not dangerous to persons, it is said to be effective in destroying all sorts of insect life—both the insects and their eggs. It is said to leave no residual taste or odor in foodstuffs.

Malium is manufactured at the Wyandotte, Mich., plant of the Michigan Alkali Co. It is shipped in the form of a liquified gas in steel cylinders of several sizes.

Profit-Flasher Introduced

"THE world's fastest and most accurate way of figuring selling prices and profit percentages" has been introduced in a little device in the form of two figured discs fastened together, called Lightning Profit Flasher. By turning the movable disc the percentage of profit between any cost and any selling price is shown. The cost results are shown per unit or per dozen. The device, in pocket size, was originated by Murray C. French, a retail analyst of Denver, Colo.

Beau May Intensified Fruit Juices

SOMEBODY was bound sooner or later to hit on a method of concentrating fresh fruit-juices so that, when the intensified products were properly diluted with water, they would equal in flavor the freshly pressed juices.

The "Beau May" Process claims to have improved on Nature without altering her masterpieces, by taking fresh fruit-juices with all their natural aromas, colors, acids, sugars, salts and other valuable dietetic and essential components, intensifying them about five times, and retaining all the delicate flavor and taste typical of fresh, ripe fruit. Nature in the raw, so far as fruit juices are concerned, may be too mild for many commercial flavoring uses, but it is an achievement to have made these products in such a way that, without refrigeration or the use of chemical preservatives, the intensified juices will keep apparently indefinitely under any changing climatic conditions.

These "Beau May" intensified fruit-juices are the real product—just intensified fresh fruit-juices with a small quantity of added special sugars. Nothing more has been added and nothing has been taken away from the fresh fruit-juices but their pulp, pips, etc., and, of course, some water. Consequently, for beverages, these new products are unique, and for all flavoring purposes; such as in fondants, pectin and gelatine, jellies, ice-cream, cake-icings, and anything else where high temperatures or long boiling are not required.

The "Beau May" Fruit Juices are intensified on the plantations and in the orchards where the fruit is grown. Among these fruits are pineapple, orange and lemon, raspberries, strawberries, grape, peach, and cherry.

Samples of these intensified juices which we have seen should be of great interest to candy manufacturers in many directions, and they open up a field for the introduction of many highly attractive and appetizing novelties.

We shall be pleased to put candy-makers and other manufacturers requiring fresh fruit-flavors for their products—such as beverages, ice cream, jellies and preserves, etc.—in touch with the makers of the "Beau May" Intensified Fruit-Juices.

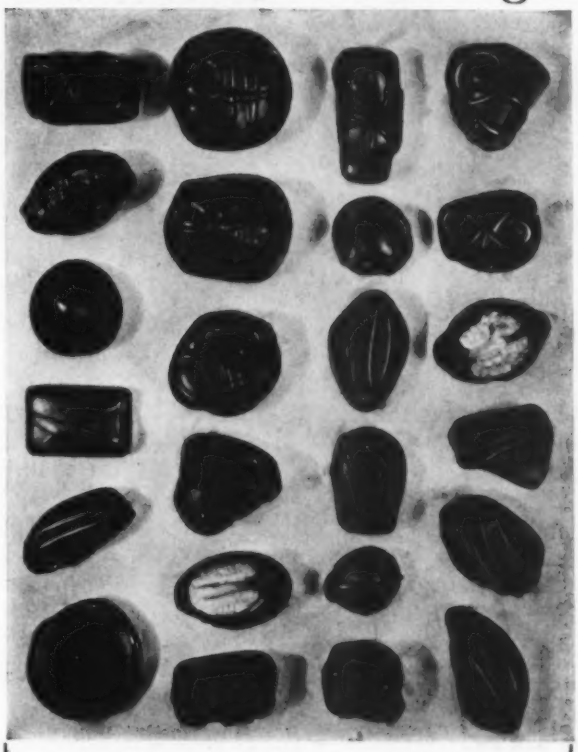
WALTER H. JOHNSON CANDY CO., of Chicago, has appointed George J. Kirkgasser & Co., Chicago, to direct its advertising.

The Candy Crinkler

THE Candy Crinkler is a new machine offered to the confectionery industry by the Candy & Chocolate Equipment Co. of New York. This machine is designed to produce a piece very similar to the well-known "sponge" candy. The machine forms the candy in a crumbled or corrugated shape. The resulting product can be regulated as to width, length and thickness. The hard candy thus produced can be chocolate coated or cream centered with peanut butter or other centers as desired.

While the production of the Candy Crinkler is high, only one attendant is required to operate it. The power required is low, ½ H.P. being sufficient.

Smoother coatings

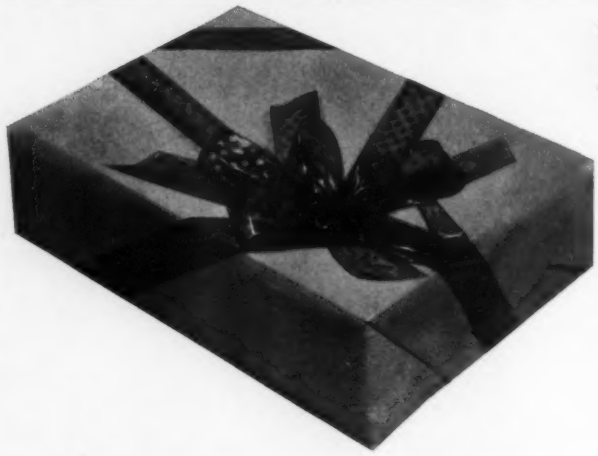


YOU'LL find Hooton's Chocolate Coatings on the best covered pieces. And with good reason. For not only are they richer and more flavorful, but we believe you will find them smoother than any coating you have ever used. We urge you to sample these coatings. They are suitable for either enrober or hand-dipping.

HOOTON
CHOCOLATE CO.

Factory and Main Office: NEWARK, N. J.

WAREHOUSES LOCATED AT
CHICAGO, DETROIT, TOLEDO, CLEVELAND



POLKA DOTS *are in* VOGUE

And rightly so! For lustrous, Polka Dotted Cello Ribbon is particularly adapted for Spring and Summer packages. The clear, crystal beauty of Cello Ribbon combines with the universal appeal of colorful Polka Dots to match the wrap and enhance the attractiveness of every type of candy package.

Cello Ribbon is a permanently lustrous, easily worked package tie. It cannot fray, soil or tarnish—and it is always crisp. Cello Ribbon is easy to tie, has no ragged edges. *Best of all, it is extremely reasonable in price.*

Repeated tests have shown pronounced sales increases after the adaption of Cello Ribbon ties. Whether you wish to utilize the popular Polka Dot Cello or any of the hundreds of other patterns, widths or color combinations, we urge you to investigate Cello Ribbon. Write for samples and price information, sending, if possible, a sample of your present package which we will return to you tied in lustrous Cello Ribbon.

CELLO RIBBON
REG. U.S. PATENT OFFICE
LICENSED UNDER U.S. PATENT No. 1,408,148

MADE OF DU PONT CELLOPHANE TRADE-MARK

IS MADE BY

FREYDBERG BROS., INC.,
11-19 W. 19th Street, New York City

Salesmen's Slants

(*Continued from page* 47)

I haven't David Trager's peaceful mind.

Nor Frank Evan's blank stare.

I haven't manicured nails like Lew Kraus.

Nor swell clothes like Dick Weinberg.

I haven't a Packard car like Roy Ashenfelter.

Nor do I ever meet David Pierce when he is not in a serious mood.

I haven't hair like Lafe Rosenthal.

Nor are my teeth pearly white like Ike Diamond's.

I haven't the suave ways of Lew Austin.

Nor do I read the classics like Ed Donnelly.

I haven't the heart to be a Goodie Boy like Jimmie Smith.

Nor am I like Bill Banks, who has "it."

I haven't the poise to be a Beau Brummel like Sam Brooks.

Nor do I have the style of the Boy Wonder—Eddie Clark.

I haven't ever met Jack Mitchell when he doesn't ask —"Have you any new members for the N. C. S. A?"

Nor do I ever forget George Farr, who, when he was buying, would look over the line and say—"Send some of those."

I haven't ever been able to figure out if John Gieb was going or coming.

Nor do I know if Clarence Mathies is playing a nudist or is on the level.

I haven't ever met up with E. Hasselman, Jr., when he wasn't writing them up by the foot.

Nor do I ever meet O. B. Hamer when he is not full of nutty talk.

I haven't ever met Gene Sander when he wasn't going home to his "Sweet Mama."

Nor do I ever meet Charlie Lawson when he is not in a hurry.

I haven't ever met Al Bixby when he hasn't asked if I haven't a cold, so he gets the drop on me.

Nor do I ever meet Jack Henderson that I don't think of Baltimore and steamed oysters.

I haven't ever met Fred C. Shultz without an order book in his pocket.

Nor do I ever meet C. A. Deas that I don't want to call him "B. V. D."

I haven't ever met up with Bill Mahoney when I haven't felt like eating baloney.

Nor do I ever meet Tom Macklin when I don't learn of something new.

I haven't ever met Arthur Clark when he did not look worried.

Nor do I ever meet Johnny Sane when he is not looking over his shoulder to see if Tom's around.

I haven't ever met Gene Fleming when he did not have a smile a mile long.

Nor do I ever meet Ed Thoma when he is not longing to go to the seashore.

I haven't ever met L. J. Weaver when I don't feel like saying—"Hello, Slats!"

Nor do I ever meet Bill Heckman when I don't feel

(*Turn to page* 58)

NRA MEMBER U.S.
WE DO OUR PART

TRADE MARK REG. U.S. PAT. OFF.

Perfection in confections is dependent upon two essentials. Primarily: perfect ingredients; and secondarily: knowledge in the art of candy making. You will find one of the primary requisites in

ANHEUSER-BUSCH BRAND CORN SYRUP

ANHEUSER-BUSCH, INC. • ST. LOUIS, U. S. A.

BRIGHT, SPARKLING
TWO-TONE RIBBON

add sales appeal to your candy packages.

CELLOPHANE CORD
CELLOPHANE RIBBON
MADE FROM
DUPONT CELLOPHANE
REG. U.S. PAT. OFF.

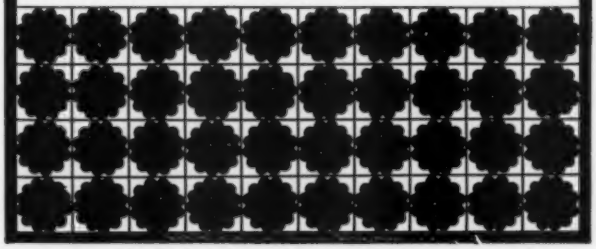
INCREASE YOUR SALES

These exquisite ribbons of lustrous Cellophane are available in a variety of colors and widths. They will vastly improve your packages.

Send for samples and prices.

FIBRE CORD COMPANY
Manufacturer
627 E. 18th ST., NEW YORK CITY

SEAL CARDS
A Brand New Line . . . . . More color and more Flash
Send for Circular
CHAS. A. BREWER & SONS
The Largest Board and Card House in the World
6320-32 Harvard Avenue Chicago, U. S. A.



SPECIAL SCALE WEIGHING and FILLING MACHINES for ALL TYPES of CANDIES and NUTS

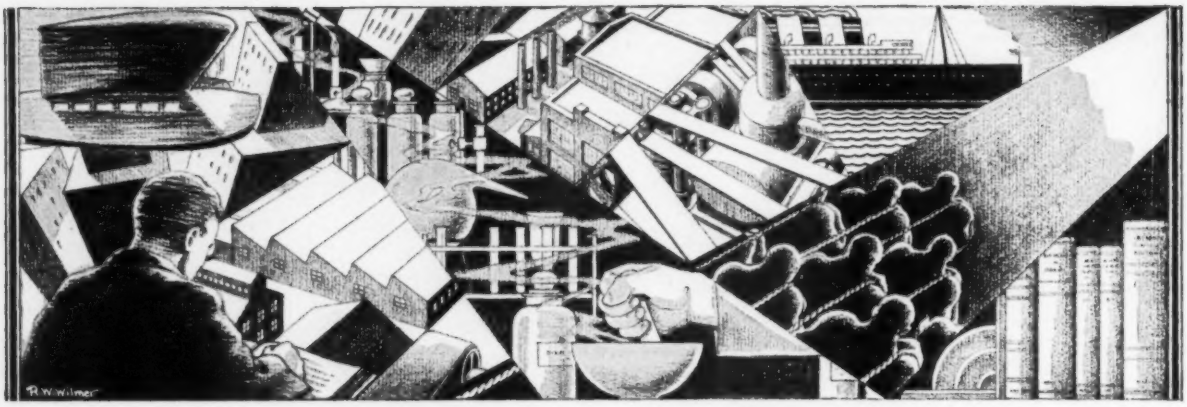
SEE THESE MACHINES and other interesting equipment at our permanent exhibit, 122 Centre Street, New York City, while attending the N. C. A. Convention.

THIS machine, when used in conjunction with our Bag Opener and new Motor-Driven Bag Crimper, should triple your bag packing production.

AMSCO is the home of weighing and filling machines for candies, nuts, etc.

Our equipment also includes:
Cellophane Sheeting Machines (3 styles)
Hand-Driven, Foot-Power and Semi-Automatic Wrapping Machines
Other machines for packaging of all kinds.

AMSCO PACKAGING MACHINERY INC.
122 Centre Street New York City



Monthly Digest of CURRENT TECHNICAL LITERATURE

Freezing Points and Osmotic Pressures of Lactose Solutions

E. O. Whittier, J. Phys. Chem., Vol. 37, pp. 847-9 (1933).

THE osmotic pressures of lactose (milk sugar) solutions are calculated from the freezing points. The freezing points agree with sucrose solutions within 1%, the osmotic pressures of the two sugars being additive as estimated by freezing point determinations of a solution containing both. The significance of this lies in the preserving power which this sugar brings to confections made with it.

A Correction on Jelly Preparations

Editor's Note—The following is the correct patent number of the British Patent granted to California Fruit Growers Exchange, which was misprinted in our February issue. The correct number is "British Patent 396,749," rather than 367,749.

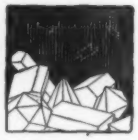
THIS COVERS confectionery jelly prepared from sugar, pectin, and a suitable amount of citric, tartaric, or other acid, is rendered slow-setting by the addition of a small amount of a soluble salt of a strong base and a weak acid, as for example, sodium acetate, sodium carbonate, sodium bicarbonate, and sodium citrate.

Lactose (Milk Sugar) Becomes a Food

Frederick M. Greenleaf, Food Ind., Vol. 5, pp. 304-6 (1933).

UNTIL comparatively recently the milk sugar of commerce has been a mixture of the alpha and beta forms of lactose. A large dairy organization is now making, however, a pure beta-lactose. Beta lactose is about one-quarter as sweet as cane sugar, dissolves readily, possesses a pleasant taste, and is non-hygroscopic. This is a very remarkable sugar from a dietetic standpoint, because it reaches the intestines before being broken down. People who have read the ads about encouraging their "I-F" (Intestinal Flora) will understand what is meant when it is said that beta-lactose suppresses the normal putrefactive microflora of the colon and stimulates the growth of acid-forming lactobacilli. It is available in commercial quantities for specialty sweet food manufacture.

New Apparatus for Determination of Size Distribution of Particles in Fine Powders



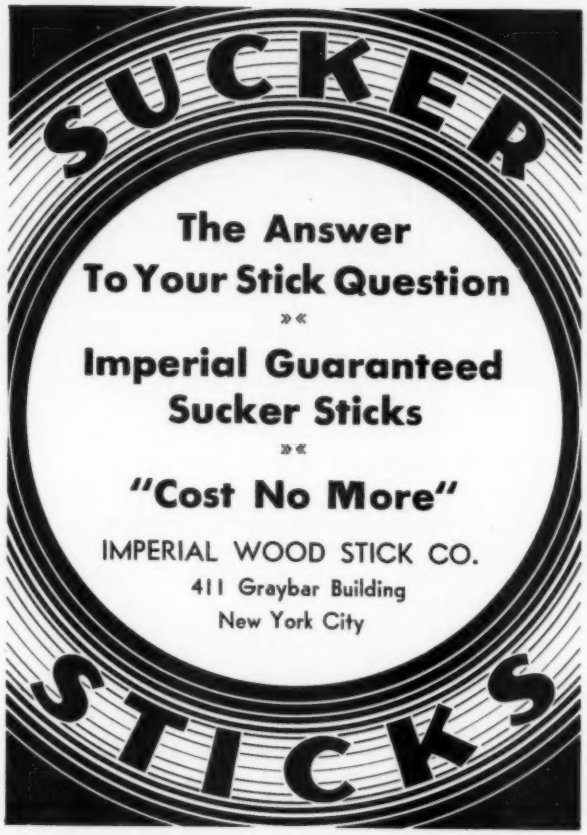
Robert T. Knapp, Ind. & Eng. Chem. Anal. Ed., Vol. 6, No. 1.

OF interest to cocoa powder manufacturers and those wishing to check the efficiency of sugar mills for fine pulverizing is the method devised by this investigator of the California Institute of Technology. The apparatus consists of a series of sedimentation columns equipped to measure and record the change in pressure at the bottom of the column.

Some Aspects of Carbohydrate Metabolism

John R. Murlin, Ohio J. Sci., Vol. 33, *pp.* 335-58.

THE breakdown of practically all fuel foods to dextrose, its conversion into proteins and amino acids, its oxidation to the reserve glycogen and fats of the body, and many other things which the confectioner ought to know about the nutritional status of his product are reviewed in this article. Read it.



AVOID LAWSUITS

Splinters, slivers, chips and other foreign material get into your goods from fibre, linoleum, cardboard or wood caramel cutting boards. Disagreeable and expensive lawsuits are a result.

Take no chances! For cutting caramels, nougats, centers and all other cutting, use

BURMAK NEW TYPE CUTTER BOARDS

They will not splinter, chip or fray out!

They are firm, smooth and uniform in thickness!

The treated laminated construction means longer service and less wear on the cutting knives.

The **BURMAK** Caramel Cutter Board is the "standard" for leading manufacturing confectioners.

No. AC18	18" x 18"	Always in stock
No. AC20	20" x 20"	Always in stock

Also any special sizes.

WRITE FOR FREE SAMPLE

BURRELL BELTING COMPANY
403 S. HERMITAGE AVE. - - - - CHICAGO

Fresh (*uncooked*) HONEY NECTARS

and

Pure *Cold-Condensed* FRUIT JUICES

in a new patent-protected **LOAF FORM** *suitable for cubing and dicing.*

Trial Order: 8—2½-lb. loaves. 4 varieties. 36c lb., postpaid in U. S. and Canada. Special low prices on quantity purchases.

All natural bouquets and therapeutically active elements conserved in this revolutionary method of heatless processing. No sugar or fillers employed. May be used coated or uncoated in homemades, chocolates or special honey assortments. Manufacturing rights available to responsible parties or orders filled from stock.

WAYNE FARM FOODS (*Sole Licensees*)
303 West 42nd Street New York City

DOUGLAS CONFECTIONERS' "C" (thin boiling) STARCH

was **made to order** for the confectioner. In developing Douglas "C" Starch our laboratory staff took into consideration all those factors so desirable in fine gums and jellies. Candy manufacturers using our Starch will note improvement in the clarity and color of their confections, as well as **increased moisture retention and much longer shelf life.** If you are not yet using Douglas Confectioners' "C" Starch it will pay you to try it out.

Visit our Booth No. 409 at the N.C.A. Exposition next month. Our practical candy men will be there to assist you with any gum or jelly manufacturing problems.

Also

PENFORD CONFECTIONERS' CRYSTAL CORN SYRUP

PENICK & FORD SALES CO., Inc.
NEW YORK, N. Y.
CEDAR RAPIDS, IOWA

SOLVOHOLS — NON-ALCOHOLIC SOLVENTS—Felton Chemical Company, Inc., 603 Johnson Ave., Brooklyn, N. Y., has issued a very comprehensive booklet on Solvohols—non-alcoholic solvents. These are odorless, tasteless, non-toxic solvents, which, due to the high price of alcohol, are coming into increasing use in the preparation of vanillas, lemon, orange and other flavors. A number of valuable formulas are given in the booklet, which will be furnished on request.

INDUSTRY FREED OF WEATHER HAZARDS BY STURTEVANT AIR CONDITIONING—This is a highly illustrated catalog describing use of Sturtevant Air Conditioning equipment in various industries, including the candy industry. Lists names of some users. Sturtevant Cooling and Air Conditioning Corporation, Division of B. F. Sturtevant Company, Hyde Park, Boston, Mass.

AIR-COOLED COMPRESSORS—BULLETIN AC-7—A new bulletin on its new prices and line of air-cooled compressors and outfits, by the Gardner-Denver Co., Quincy, Ill.

DUST-HAZARDS PREVENTION DATA—A series of monthly folders dealing with "dust-hazards" and their prevention in various industries is being issued by Northern Blower Co., West 65th St. and Barberton Ave., Cleveland, Ohio. It will be mailed free to anyone interested. Will consist of Government reports; reprints of authoritative articles from leading trade papers; tests and information from the company's own records. Will assist executives in eliminating the dangers of occupational sickness among employees and of fire, explosion, etc.

Salesmen's Slants

(*Continued from page* 54)

that he has been miscast—should have been a doctor or statesman.

I haven't ever met E. Pellegetti when he was not up in the air.

Nor do I think of trying to write up orders as fast as Carl J. Bumer.

I haven't ever met W. C. Scott when he hasn't told me of the good things he gets to eat on his farm.

Nor have I ever met Frank Baker when Frank hasn't a new suit.

The only thing at all that I approach resemblance to is nerve to write the above.

So here's hoping you won't sue me. Sue—get a judgment—try to collect!

G. J. H.

IMPORTANT

To Preservers, Wholesale Grocers, and Jobbers or Brokers Handling or Using Pectin or Pectin Products

We Wish to Announce

That the following products manufactured and marketed by us are licensed under United States Patent No. 1,646,157 issued October 18, 1927:

SPEAS
PEN-JEL
Household Package

NUTRL-JEL
For Preservers

CONFECTO-JEL
For Confectioners

SPEAS MANUFACTURING CO.
KANSAS CITY, MO.

The scope of this patent is perhaps most clearly shown by Claim 4 of the Patent itself, which is as follows:

"A jelly base which comprises a powdered pectin and finely divided sugar, the quantity of sugar in the composition varying in accordance with the variation in jellifying capacity of the pectin, the amount of said sugar also being determined in accordance with its ability to effect the solution of the pectin in the liquid into which the composition is placed."

Anyone handling or using our products are fully protected by this LICENSE.

PEN-JEL CORPORATION
KANSAS CITY, MO.

WE HAVE DEVOTED MANY YEARS originating, developing and perfecting paper specialties for the confectionery industry which by their quality and reliability have become nationally known as

SWEETONE PAPER PRODUCTS

FLOSSINE
The Candy Mat Supreme!

Dipping Papers
Shredded Papers
Globular Parchment
Glassines
Wax Papers
Embossed Papers
Chocolate Dividers
Boats and Trays (Plain and Printed)
Candy Mats (Plain and Embossed)
Die-Cut Liners
Partitions
Protection Papers

We maintain a complete department for cutting, dieing out and embossing our products to suit your specific requirements.

Samples on request.

GEORGE H. SWEETNAM, INC.
282-288 Portland St., Cambridge, Mass.

"SPECIALISTS IN THE PACKAGING FIELD"

BTM BETTER THAN **MAPLE**

(*Concentrate*)

"BTM" is an extra fine, moderately priced concentrate which imparts a mellow, delicious flavor superior to the finest maple sugar.

It contains no alcohol, complies with all food laws and is pure and wholesome.

It is by far the most economical Maple flavor for confectionery. For example, 4 to 6 ounces of "BTM" Concentrate will flavor 100 lbs. of fondant.

Write to us for testing samples and be convinced.

TORRY'S FLAVORS

. . . and try these excellent flavors:

STRAWBERRY
RASPBERRY
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EVERSAFE LABORATORIES
NEW YORK CITY **N. Y.**

50 *years* is a LONG TIME!

. . . we have been making fine flavors for you since 1884

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FOOTE & JENKS
INCORPORATED
FLAVOR SPECIALISTS
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WHY BE SATISFIED

with interrupted production schedules, juggled formulas, needless spoilage and inferior goods due to unfavorable weather conditions?

An "ECONOMY" Air Conditioning Unit will maintain ideal weather in your chocolate, hard candy, pan, marshmallow, packing and storage rooms at all times.

An "ECONOMY" engineer, familiar with candy making requirements, is ready to study your needs and make proper recommendations.

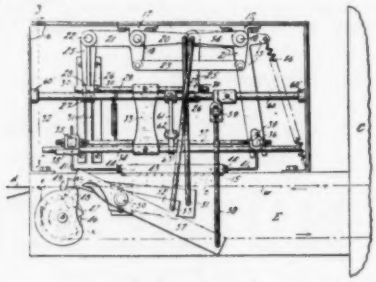
Write or wire today.

ECONOMY EQUIPMENT CO.
6835 Wentworth Ave. CHICAGO

Engineers and manufacturers of air conditioning equipment for the confectionery and biscuit industries.

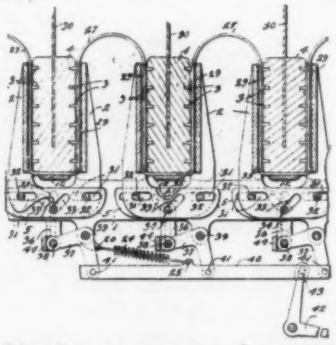
PATENTS
of Interest to Confectionery Industry

1,957,315. Frozen Confection Machine. Thomas J. Brimer, Brooklyn, N. Y., assignor to Good Humor Corporation of America, New York, N. Y. Application June 3, 1932, Serial No. 615,110. 4 Claims. (Cl. 107—8).



1. In apparatus of the class described, a frame, a plurality of movable members slidably carried by said frame, said movable members having projections thereon for forming recesses in a confection body and having arms provided with elongated slots therein for guiding said projection carrying members in their sliding movements, guide pins carried by said frame and cooperating with said slots, and means for slidably moving said projection carrying members towards and from said confection body.

1,956,306. Apparatus for Decorating Confections. Alonzo Linton Bausman, Springfield, Mass., assignor to National Equipment Company, Springfield, Mass., a corporation of Massachusetts. Application January 31, 1931, Serial No. 512,642. 16 Claims. (Cl. 91—3).



1. Combination, a conveyer for carrying confections while their outer surfaces are plastic, a plaque-like decorating member overlying said conveyer and of sufficient area to overlie at one time a group of the confections on said conveyer, means for moving said member into contact with all the confections in said groups and subsequently out of contact therewith sufficiently to draw out from each a string without breaking the same, and means for moving said member in a different direction while the strings remain attached thereto and in such a path relatively to the confections that the strings will be laid on their respective confections in decorative configurations.